

ABBY CHRONISTER

FRONT-END WEB DESIGNER

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🌐 bleumingtails.com/arc-portfolio/

🏠 Independence, Missouri

PROFILE STATEMENT

Experienced Multimedia Web Designer with a strong track record in enhancing digital presence and user engagement. Led a website overhaul at Sosland Publishing, increasing traffic by 17% and visit duration by 30%. Managed 25+ responsive WordPress and HTML/CSS sites and currently overseeing VNJ Law's website redesign. Skilled in Adobe Creative Suite, email design, SEO, and cross-functional collaboration.

WORK EXPERIENCE

2024 - Present

Print & Digital Designer

Great Jobs KC | Kansas City, Missouri

- Manages, oversees, and completes all website changes with a 3% rise in overall website health in 60 days.
- Acts as the liaison between internal IT and external IT companies.
- Manages and spearheads the website navigation complete update.
- Performs as needed print design work.

2020 - 2024

Multimedia Web Designer

Sosland Publishing | Kansas City, Missouri

- Led company website overhaul using WordPress and Elementor, resulting in a 17% increase in traffic and 30% boost in visit duration.
- Managed 25 company-branded B2B/B2C websites, serving as web designer, developer, and project manager for platform transitions.
- Supervised and trained three employees on digital content creation, while collaborating with cross-functional teams on new website designs and wireframes.

2017 - 2020

Promotional Media Designer

Sosland Publishing | Kansas City, Missouri

- Designed marketing materials for 10+ food, beverage, and pet food publications across print and digital, including ads, brochures, e-blasts, and large-format trade show items.
- Managed preflight approvals, optimized files for various media, and produced annual reports for each publication.
- Led style and brand updates, modernized publications, and designed custom e-blasts using tools like Bee Pro.

2023 - Present

Web Designer

VNJ Law | Kansas City, Missouri

- Led the redesign and implementation of a Kansas City law firm's website using WordPress and Elementor, from initial concept to final execution.
- Provide ongoing website management, including regular updates, support, and blog content maintenance.

2019 - 2024

Multimedia Designer

Various - Freelance

- Built and designed WordPress sites with Elementor, ensuring responsive, high-quality results.
- Developed cohesive branding, including custom logos and print materials like brochures and banners.
- Collaborated with marketing teams and supervisors to align designs with company goals and customer needs.

PRO SKILLS

- HTML/CSS
- Responsive Design
- UI/UX Design
- Adobe Creative Suite including Photoshop, InDesign, Illustrator, Dreamweaver, and After Effects
- WordPress
- Elementor
- SEO
- Typography
- Bee Pro
- Social Media Design
- Layout and Composition
- Color Theory
- Branding and Identity
- Print Design
- Adaptability
- Time Management
- Problem Solving
- Event Marketing

EDUCATION

2017
B.F.A GRAPHIC DESIGN
University of Central Missouri

2025
M.S MEDIA MANAGEMENT
Arkansas State University