

ABBEY KLEINERT

PROFILE

Graphic Designer and teaching specialist with expertise in typography, illustration, layout and editing, specializing in communication design for non-profits, museums, and small businesses

EXPERIENCE

SENIOR GRAPHIC DESIGNER, GOLDSTEIN MUSEUM OF DESIGN, ST. PAUL, MN

2016 - 2017

Responsible for all graphics and graphic identity of the museum – crafted all museum design needs including exhibition identities and materials, posters, newsletters, event communications, blog graphics, fundraising event graphics, t-shirts and ephemera, organized student engagement events, updated museum logo and identity

TEACHING SPECIALIST, SCHOOL OF JOURNALISM AND MASS COMMUNICATION,
UNIVERSITY OF MINNESOTA, MINNEAPOLIS

2015 - CURRENT

Develop syllabus, assignments, and activities for a Media Design course, teach visual literacy and graphic design skills including basic Adobe Creative Suite, typography, illustration, page layout, formal elements and compositional principles, and designing for a suite of communication materials from social media GIFS, to magazines newsletters, to blogs and billboards,

COMMUNICATIONS SPECIALIST, GOLDSTEIN MUSEUM OF DESIGN, ST. PAUL, MN

2014 - 2015

Designed and copywriting for promotional materials including magazines, social media posts, press releases, and exhibition descriptions and blogs

ART DIRECTOR, CITY PAGES, MINNEAPOLIS, MN

2013

Design and layout feature stories and cover, hire artists and photographers, contribute to website content

GRAPHIC DESIGN CONTRACTOR – 2012-PRESENT

Spearhead and complete freelance graphic design work for clients including the University of MN Center for Transportation studies, Books for Africa, MidModMen, Prairie Fire Lady Choir, and Foster Art Company

EDUCATION

UNIVERSITY OF MN – MFA, GRAPHIC DESIGN, 2017
UNIVERSITY OF MN – BA, JOURNALISM & ART, 2008
FUNCADION GASSET Y ORTEGA, BUENOS AIRES – 2006

SKILLS

visual communication, Adobe Creative Suite, Wordpress blogging, communication design, graphic design instruction and demonstration, critique and communication of design concepts, collaboration with students and colleagues, bookmaking, printmaking, illustration, photography, writing and editing for newspapers and magazines, copyediting, critical and creative thinking, Spanish proficiency

AWARDS & RECOGNITION

2017 – EXCELLENCE IN TEAM SERVICE
Goldstein Museum of Design, University of MN College of Design

2017 – STUDENT DESIGN AND SCHOLARSHIP EXCELLENCE
University of MN College of Design

2017 – LORING PARK ARTIST IN RESIDENCE
Minneapolis Parks & Recreation

2016 – STUDENT DESIGN AND SCHOLARSHIP EXCELLENCE
University of MN College of Design

2011 – 2ND PLACE
Arrowhead Biennial, Duluth art institute, Duluth, MN

REFERENCES

Lin Nelson-Mayson, MFA, Director,
Goldstein Museum of Design, University of MN, (612)-624-3292, lnelsonm@umn.edu

Jean McElvain, Ph.D., Associate Curator
Goldstein Museum of Design, University of MN, (612)-625-2737, jmcelvai@umn.edu

Neal Kielar, client, owner MidModMen+friends
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