

# ABBY CHRONISTER

DESIGNER | WEB, PRINT & BRAND



816-596-5124



[arc9393@gmail.com](mailto:arc9393@gmail.com)



[abby-chronister](https://www.linkedin.com/in/abby-chronister)



[arcdesignsonline.com](https://arcdesignsonline.com)



Shawnee, Kansas

Graphic and web designer with expertise in typography, publication design, UX, and SEO. Experience spans long-form print pieces exceeding 100 pages, full-scale website redesigns driving 100%+ organic traffic growth, and cohesive multi-channel campaigns across print, digital, and email. Combines strategic layout and branding with data-informed decisions to build work that performs as well as it looks.

## WORK EXPERIENCE

### Freelance Web Designer & UX Specialist

*Self-Employed | 2019 – Present*

- Designed and developed cohesive visual identities and websites for clients across multiple industries
- Created brand-aligned digital experiences using WordPress (Elementor) and HTML/CSS, applying strong typography, layout, and visual hierarchy principles
- Led projects from concept to launch, including wireframing, visual design, and responsive implementation
- Improved usability and performance through thoughtful content structure, design systems, and SEO best practices

### SELECTED PROJECTS

[VNJ Law \(vnjlaw.com\)](https://vnjlaw.com)

[Turnkey Land Management \(turnkeylandmgmt.com\)](https://turnkeylandmgmt.com)

[Bleuming Tails Rattery \(bleumingtails.com\)](https://bleumingtails.com)

### Great Jobs KC — Kansas City, Missouri

*November 2024 - March 2026*

#### Sr. Web Designer (*Promoted*)

*July 2025 - March 2026*

- Led visual and structural redesign of a 125-page website, improving layout, hierarchy, and brand consistency
- Applied content and design strategies to support SEO, driving 100%+ growth in organic traffic within six months
- Designed and optimized monthly email campaigns in MailChimp with a consistent 33% average open rate
- Built branded email campaigns and presentation materials, achieving a 33% average open rate and improving audience engagement
- Developed cohesive print, social, and PowerPoint assets to maintain consistency across all brand touchpoints

#### Multimedia Production Artist

*November 2024 - June 2025*

- Maintained and refined website content to enhance UX, layout, and overall visual consistency
- Designed campaign and event materials across print formats while implementing cost-saving solutions that reduced expenses by \$20K

### Sosland Publishing Company — Kansas City, Missouri

*June 2017 - October 2024*

#### Multimedia Designer

- Led visual and structural website overhaul, increasing traffic 17% and visit duration 30%
- Designed and managed 25+ B2B websites from concept to launch, applying strong UX, typography, and responsive design principles
- Designed 10+ branded annual reports (8–24+ pages), translating complex information into clear, visually engaging layouts

## PRO SKILLS

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

## EDUCATION

2017

**B.F.A GRAPHIC DESIGN**

University of Central Missouri