

HELLO!

My name is **Abby Meister**. I am a graphic designer & illustrator from Central Illinois. I love bringing ideas to life through design. I have nearly 15 year of experience in graphic design, illustration, brand management, & web design, across a wide range of industries. My passion lies in visual storytelling, bold design, and building consistent, memorable brands.

ABBY MEISTER - GRAPHIC DESIGNER, ILLUSTRATOR, PROBLEM SOLVER

309.472.3889

128 ERipley St, Tremont, IL

meistera@proton.me

meistera.net

PROFESSIONAL SKILLS

GRAPHIC DESIGN

ILLUSTRATION

WEB DESIGN/DEVELOPMENT

BRAND MANAGEMENT

LAYOUT DESIGN

CONTENT CREATION

PROJECT MANAGEMENT

TECHNICAL SKILLS

ADOBE PHOTOSHOP

ADOBE ILLUSTRATOR

ADOBE INDESIGN

AFFINITY STUDIO

CANVA

FIGMA

PROCREATE

WORDPRESS

SHOPIFY

DIV BUILDER

HTML/CSS CODING

EMERGENT

MICROSOFT OFFICE

EXPERIENCE

CONTRACT DESIGNER & ILLUSTRATOR

Remote

Self-Employed, 2012 - present

Collaborate with clients across diverse industries (including mining, manufacturing, agriculture, academia, technology, healthcare, & music) to design & develop custom branding, illustration, and marketing materials tailored to each organization's goals and audiences.

LEAD WEB DEVELOPER & DESIGNER

Remote

Mavidea Technology Group, Feb 2023 - Feb 2026

Stepped into developer role after sudden departure of previous developer, quickly mastering website management, hosting configuration, and launches. Led the design and creative direction for 46+ new custom websites, crafting modern, brand-aligned visuals and user experiences while continuing design/development duties and maintaining our 150+ existing client sites.

LEAD WEB & GRAPHIC DESIGNER

Tremont, IL

Haas ITSolutions, Inc., May 2019 - Feb 2023

Served as sole graphic designer and senior web designer, leading brand and digital initiatives that expanded client reach and elevated company service offerings. Directed web strategy and design, delivering responsive, modern web experiences that refreshed client brands, and mentored junior designers on design software and design best practices.

Graphic Designer & Marketing Manager

Peoria, IL

Philippi-Hagenbuch, Inc., Aug 2013 - Dec 2016

Led all creative and marketing efforts, developing integrated campaigns, visual strategies, and branded content across print, digital, and social media platforms. Spearheaded company presence at six international trade shows and developed social media strategies that doubled followers and engagement in an industry notorious for low interaction.

FUNFACT: While at PHIL, I digitally conceptualized two product designs described to me by my coworker and developed the investor presentations that secured early stakeholder interest, ultimately advancing both concepts to the production and manufacturing phases!

EDUCATION





ILLINOIS STATE
UNIVERSITY

B.S. in Public Relations
Minor in Sociology

Dec 2011

ABBY MEISTER - GRAPHIC DESIGNER, ILLUSTRATOR, PROBLEM SOLVER

 309.472.3889

 128 E Ripley St, Tremont, IL

 meistera@proton.me

 meistera.net

CORE COMPETENCIES



Rapidly learn and adapt to new tools, technologies, and workflows.



Expert at retrofitting brands, updating logos and assets into modern formats.



Experienced working across wide range of web platforms and CMS platforms.



Deep understanding of website launching, hosting, and ongoing management.



Translate client ideas and business goals into strong, cohesive brand identities.



Bridge design, development, and user experience to deliver effective solutions.

ADDITIONAL SKILLS

COPY WRITING

PROFESSIONAL EDITING

CUSTOMER SERVICE

TRADESHOW MANAGEMENT

PRINT FORMATTING

PRESENTATION DESIGN

PHOTOGRAPHY

PHOTO EDITING

BULK PRINTING/MAILING

SOCIAL MEDIA MANAGEMENT

MAC OS DEVICES

PC DEVICES

AUDITING

PERSONAL ENDEAVORS

INDEPENDENT PRODUCT DEVELOPMENT

Tremont, IL

Dec 2025 - present

Design and develop two independent digital products using AI-assisted development tools such as Emergent, combining product thinking, UI/UX design, and rapid development work flows to bring practical tools from concept to launch. Conceptualize, design, & test applications addressing real-world needs, including tools for resume creation and reading-focused experiences.

IRIS GROVE DESIGN

Tremont, IL

Hand-lettered & hand crafted art, Oct 2017- present

Design and produce one-of-a-kind handcrafted signs, decor, and apparel, featuring original freehand lettering and illustration. Combine typography, illustration, and layout design to product professional quality pieces, translating graphic design principles into physical, handcrafted products. Sell and present work through craft and holiday markets, online storefronts, and local retail environments.

INTERESTS



Reading



Creating



Movies/Shows



Music

THANKS FOR STOPPING BY!

If you'd like to see some of my work, check out my personal website at [https://meistera.net!](https://meistera.net)