



ABBY BROEKHUIZEN

Graphic Designer
HowdyHallo.com
abby@howdyhallo.com
512 968 2717

Howdy!

I am a designer living in Austin, TX.
I specialize in product design, art
direction, branding, and photography.

EXPERIENCE

2022-present

Zenbusiness | Product Designer

Designs the funnel experience for new Zenbusiness users. Educates, informs and helps new users sign up for the Zenbusiness product. Designs graphics and layouts to make the experience as seamless and easy to understand as possible for the user. Orchestrates A/B tests to better understand the user, analyzes and adapts information to better the user experience.

2021-2022

Project C | Sr. Graphic Designer

Art directed social content for various ABC shows, including The Bachelor, The Wonder Years, The Good Doctor, Station 19, The Conners, and more. Executed and worked closely with other designers to produce shareable content. Worked with Disney to create website for upcoming film.

2020-2021

Amplify Snack Brands | Graphic Designer

Designed graphics for CPG, made sure files were ready for print. Proofed graphics and made sure everything was on track and consistent with timelines. Worked on e-commerce assets, made sure they were up to date and a good reflection of the brand.

2017-2020

Alamo Drafthouse | Graphic Designer

Created graphics for web, marketing, on-screen assets, menus, in-venue graphics and advertising. Worked closely with design team, video team and marketing to ensure everything was up to brand standards. Worked on special programming events to create unique and creative graphics for screening events.

2014-2017

Photo Texas Photography | Photographer

Photographed senior portraits and worked successfully with a variety of personalities. Set up and managed all photography equipment both on the field and in the studio. Collaborated with clients ensuring satisfaction with final photographs. Edited photographs for final images and delivery.

RECOGNITION

Summa Cum Laude

3.89 GPA | 2019
Texas State | Top Percentile

National Student Show & Conference

Topento | 2019
Miscellaneous Design | Featured

All Student Juried Exhibition

Scavenger | 2018 – 2019
Photography | Featured

AIGA Blue Ridge FLUX

Fox Trail Gear | 2018
Trademark | Honorable Mention

Graphis New Talent Annual 2019

Topento | 2018 – 2019
Branding System | Honorable Mention

AIGA Blue Ridge FLUX

New Jersey Zoo | 2018
Trademark | Honorable Mention

EDUCATION

2016-2019

Texas State University, San Marcos, TX
Visual Communication & Design, BFA

Let's be friends, y'all!
instagram.com/howdy_hallo
linkedin.com/abbybroekhuizen