



Abigail Mumma

CONTACT@ABBYMUMMA.COM | ABBYMUMMA.COM

Education

JAMES MADISON UNIVERSITY

August 2015-May 2019

Cumulative GPA: 3.93 | President's List | B.S.

Major – Media Arts and Design

Concentration: Converged Media (Interactive Design)

Major – Writing, Rhetoric and Technical Communication

Concentration: Writing and Rhetoric

Experience

THE BLUESTONE YEARBOOK, James Madison University

Editor-In-Chief

May 2018-Present

- Served as the highest ranking student employee
- Recruited, hired, and managed four Editors and 19 staff members
- Produced a publication of over 300 pages through coordination with print vendor

Design Editor

May 2017-May 2018

- Oversaw seven staff designers, set design goals for the book, and edited submitted work
- Designed cover for the 2018 book, which Balfour Publishing recognized as one of their top designs of the year

Staff Designer

September 2016-May 2017

- Created page layouts in InDesign that adhered to the book's theme

MEDIA ARTS DEPARTMENT, James Madison University

Promotional Designer

September 2017-Present

- Designed and executed a promotional campaign for the annual alumni and networking event
- Created promotional items including emails, posters, nametags, web banners, and a website
- Assisted in maintaining the department website and working with a Content Management System

NORTHROP GRUMMAN, Dulles VA

Graphics Intern

May-August 2016, 2017, 2018

- Created promotional posters, HR documents, and newsletters based on existing company brand guidelines
- Designed the visual look for the company's intranet

Skills

WEB DESIGN

HTML, CSS, SEO, CMS, Github, Sass, Wireframes, Mockups

ADOBE SUITE

Photoshop, InDesign, Illustrator, Dreamweaver

WRITING

AP Style, Copy Editing, Digital Storytelling

GRAPHIC DESIGN

Logos, Posters, Banners, Web and Print Design

Awards & Leadership

MERIT-BASED SCHOLARSHIPS

- **2018 Whitten-Maher Memorial**
Awarded for submission of my digital story "After the March."
- **2018 Lawrence Cain Memorial**
Awarded for academic excellence in the field of Media Arts and Design.
- **2018 Robert C. & Barbara Duke**
Awarded for academic merit.

PHI KAPPA PHI HONOR SOCIETY

Inducted into Phi Kappa Phi as a Junior, an offer only extended to the top 7.5% of the Junior class.

RHETTECH JOURNAL

Managing Editor of RhetTech, an undergraduate writing journal. Assisted in the rebrand/relaunch and the first production cycle.

Relevant Coursework

Advanced Interactive Design

Collaborated with back-end coding students to create functional web app for a local business.

Business & Management of Digital Media

Learned project management skills and industry standards like agile development.

Professional Editing

Learned to apply AP style and use correct shorthand in copy editing.