

ABIGAIL MARTIN

GRAPHIC DESIGNER

I'm a creative graphic designer with over five years of experience working across print, 3D, motion, branding, VR, and experiential design, with a degree in Graphic Design. I enjoy exploring ideas, solving visual problems, and creating thoughtful design solutions. I bring a positive, collaborative approach to working with teams and managing projects independently, alongside a considered and hands-on approach to every stage of the design process, from concept through to final delivery.

JOB EXPERIENCE

2026 - Present

Freelance Graphic Designer

Self Employed

- Delivered websites, brochures, social media content, and marketing materials, driving traffic and client growth.

2023 - 2026

Graphic Designer & 3D Designer

XSEM Brand Engagement Agency

- Designed and delivered large-scale exhibition stands and experiential builds for clients including PPG, Gen M, Arco, and Salt Brewery, working with external suppliers.
- Self-taught in 3D, VR, and V-Ray, creating immersive exhibition experiences and an interactive VR game.
- Led brand and marketing design across social, events, merchandise, and internal comms.
- Designed and launched a company website and developed brand guidelines for digital and print use.
- Produced motion graphics and animation for conferences, live events, and presentations.
- Supported pitches and proposals with creative input for new business.
- Worked closely with the team to produce an ESG Brochure for ASDA, Along with an animated illustration for their website.
- Developed event brand identity concepts for clients including Molson Coors, Madri, Cobra, and SALT.
- Created motion graphics to play at big conference sets.

2021 - 2023

Graphic Designer

QBC

- Independently managed and delivered large-scale nationwide design projects for thousands of pubs across the UK, producing posters, motion assets, and web banners while handling high-volume amends.
- Designed the look and feel for Popworld Leeds Music Festival, creating cohesive visual branding for an audience of thousands.
- Collaborated with SKÅL Nordic Cider to develop branding and packaging concepts for a new drinks product.

CONTACT



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EDUCATION

GRAPHIC DESIGN (BA HONS)

University of Huddersfield

2018-2021

2:1

REFERENCE

References available
upon request

INTERESTS

hiking
Biking
Coffee Art
Upcycling