

ashley.dean

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portfolio www.ashleyadean.com

skills

TOOLS

- + Adobe Creative Suite:
Photoshop, XD, InDesign, Illustrator, After Effects
- + Sketch (basics)
- + Powerpoint (not afraid)
- + HTML, CSS
- + Jira, Confluence

OTHER

- + Art direction
- + Web design
- + On-set photo direction
- + Digital production
- + Photo editing and retouching
- + Strategic and critical thinking
- + Marketing
- + Branding
- + Teaching
- + Highly organized
- + Detail-oriented

education

SVA

New York, New York

- + Continuing Education, Advertising

UNIVERSITY OF CINCINNATI

Cincinnati, Ohio

College of Design, Architecture, Art, and Planning

- + Bachelor of Science Graphic Design, Marketing Minor

work experience

2020 FREELANCE

- + Crow Creative (Agency): Web design and art direction for Spectrum Business

WW (FORMERLY WEIGHT WATCHERS)

Senior Designer, Full-time Freelance | Dec 2017–Sept 2019

Content design for an evolving legacy brand

- + Developed email templates for global usage, supporting rebranding efforts
- + Art directed product photo shoots for use on shop site homepage and email
- + Designed high-profile recruitment emails: "letter from" Mindy (CEO), Oprah
- + Communicated directly with VPs and director level executives

JULIUS

Senior Designer, Full-time Freelance | May–Sept 2017

Marketing design for influencer marketing platform (Series B, SaaS, B2B)

- + Established a foundational visual language for all marketing materials
- + Developed a suite of templates for social media, one-pagers, presentation decks
- + Designed logo for event series, podcast cover art, misc collateral, icons

SAATVA

Senior Designer, Full-time Freelance | Oct 2016–March 2017

Branding for launch of a mattress company's new adjustable base

- + Researched competitors and landscape then identified positioning opportunities
- + Brainstormed names, designed logo
- + Established a look and feel alongside Senior Art Director, supplied art for standalone site and integrated into sub-pages of parent sites

2015–2016 FREELANCE

- + Taylor Strategy (PR Agency): Presentation decks for Diageo brands
- + Pypestream (Tech Startup): New business sell sheets and presentation materials, product mockups, Facebook ads
- + 1-800-Flowers (E-commerce): Cross-site ads, promotional emails

DASHLANE

Senior Designer, Full-time Freelance | Feb–Nov 2015

Marketing design for password manager app (Series B, SaaS, B2C, B2B)

- + Streamlined and formalized brand guidelines
- + Produced app store and site graphics, landing pages, infographics, one-pagers
- + Brainstormed and created ads for Facebook, Twitter, display networks with testing and optimization guidance from Marketing
- + Coded periodically to help front-end developer (landing pages, HTML/CSS)
- + 1M user growth during the time period

MOVEMENT STRATEGY

Designer, Part-time Freelance | Dec 2014–Jan 2015

Social media design at social-led creative agency

- + Designed posts for USA Today, Amalgamated Bank, Xero Accounting Software
- + New Year's Day animation for USA Today was #1 post among their competitors for the week (Facebook: 33.5K likes, 17K shares)
- + Brainstormed with community managers and proposed visual executions
- + Animated stock illustrations using After Effects
- + Mocked up graphics for new business pitches

2010–2014 FREELANCE

- + Iris Worldwide (Creative Agency): Pitch and retail mockups for Reebok and Smirnoff
- + Quidsi (Soap/Wag/Yoyo/Casa.com): Banners, email, partner landing pages
- + Devries Global (PR Agency): Facebook and Twitter posts for Era detergent
- + XO Group (TheKnot/TheNest/TheBump.com): In-house banners, email