

ASHLEY
jennifer
YOUNG

SENIOR DESIGNER

BACHELOR OF SCIENCE DEGREE:
MULTIMEDIA AND
INTERACTIVE DESIGN

Specialties:

ANIMATED GRAPHICS
APP DESIGN + PROTOTYPING
BANNER ADS
BROCHURES
BUSINESS CARDS
CATALOGS
DIGITAL DRAWING
EMAIL DESIGN
FINE ART
LOGOS + BRANDING
PHOTOSHOOT ART DIRECTION
PRESENTATION DESIGN
PRINT ADS
RESPONSIVE WEB DESIGN
SOCIAL MEDIA DESIGN
STYLE GUIDES
VIDEOSHOOT ART DIRECTION
VIDEO EDITING

master of:

AFTER EFFECTS
FINAL CUT PRO
PREMIERE
HTML + CSS
ILLUSTRATOR
IN DESIGN
PHOTOSHOP
PRO CREATE
SKETCH + XD

AshleyJenniferStudios.com
760.214.8016
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creatively ambitious:

Extensive experience in designing innovative print and digital campaigns, a dedicated art director and collaborative team player, skilled in client and vendor relations, and passionate about the creative process to produce the best results with efficiency.

professional experience:

SENIOR BRAND AND UI DESIGNER

STAMATS: 2022 to Present

- Effectively executes digital and print branding campaigns for multiple companies and Universities by developing branding and photography styles guides, designing logos, creating static and animated banner ads, case study brochures, video campaigns, and websites.
- Developed new income streams and capabilities by concepting, designing, branding, executing, and editing cohesive video campaigns.
- Directs impactful videoshoots, builds lasting relationships with marketing teams, leads streamlined production for day of shoot, manages production teams, talent and videographer, builds lasting client resources and increases potential customers with influential video campaigns.
- Directs junior designers by creating website and banner ad templates and manages project schedules.

SENIOR VISUAL DESIGNER

FIT 4 LIFE: 2017 to 2021

- Effectively leads online branding for four companies; Gaia, GetACTV, Yoga Studio App and SPRI by developing and executing styles guides, designing logos, managing junior designers and creating static and video ads, emails, apps and landing pages.
- Directs cohesive and impactful photoshoots, impressing managers with increased sales earning larger in budget for photography.
- Impressively manages design team, increasing project efficiency by streamlining assets and timelines, earning increased sales during holidays.
- Designs and prototypes fitness apps earning 40% more subscriptions.
- Developed new marketing concept, photography style, landing page and emails, resulting in dramatic increase of sales during pandemic.
- Designs yoga mat artwork from trending style boards resulting in continual fresh look and award winning designs.

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SENIOR DESIGNER

Special Skills:

PRO FINE ARTIST + ILLUSTRATOR

IndigoAshley.com

professional references:

PROVIDED UPON REQUEST

professional experience continued:

CEO + ART DIRECTOR + LEAD DESIGNER

ASHLEY JENNIFER STUDIOS: 2001 to Present

- Increased client base by 400% in 2 years by consistent professional client relations and leadership of creative and technical vision on projects.
- Increased revenue by 200% in 2019 and earned full time creative work by efficiently producing an extensive holiday campaign and tapped into a new audience by developing responsive emails for SPY Optics.
- Earned high profile client Miller Beer by creating innovative interactive online experience for their new products which allowed them to engage a new demographic of customers.
- Increased revenue by 200% in 2018 by dramatically enlarging Youngevity's audience and increased in sales with a web presence to match their print materials.
- Generated new revenue stream of online sales by designing first e-commerce web pages for SKLZ including a large-scale re-branding project, developing photography styles and typography styles.

WEB + INTERACTIVE DESIGNER

2K GAMES: 2007 to 2009

- Elevated brand experience with innovative interactive capabilities while maintaining classic branding of company.
- Increased product awareness and sales by designing and coding fun, interactive websites and banner ads with animations, interactive drawing programs, and mini-games each game.
- Enhanced product experience and increased sales for each game by designing websites with image and movie galleries, music players and interactive characters using only game cover art as assets.

FINE ARTIST + ILLUSTRATOR + AUTHOR

INDIGO ASHLEY: 2001 to Present

- Effectively works with art directors, gallery owners, print shops and event coordinators to produce high quality fine art works.
- Generated new revenue stream with production of art prints and apparel.
- Earned dedicated art space in local gallery with continual sales of original paintings and prints.
- Efficiently working with editors, agents and publishers to produce an 100 page illustrated novel for youth ages 8 to 14.

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