

Ashley Young Resume

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Louisville, CO

SUMMARY:

Creative Senior Visual Designer with 20 years of experience leading innovative experiences. Expert in crafting cohesive multimedia designs that enhance brand vision and success. Proven ability to lead teams in delivering impactful creatives aligned with project goals.

EXPERIENCE:

January 2023 - Current | Senior Visual Designer | BB Imaging + TeleScan | Remote

- Boosted website traffic by 110%, gained over 1,100 new email subscribers, increased email open rates by 6.9%, and achieved 132% growth, with 6,226 new followers across Instagram, Facebook, and LinkedIn by executing impactful ad campaigns and optimizing email marketing strategies.
- Transformed fragmented branding at BB Imaging and fully created branding at TeleScan, elevating it to a cohesive visual identity across all marketing materials, significantly enhancing brand recognition and attracting new potential buyers.
- Redesigned and prototyped an innovative software UI, streamlining user flow and reducing clinic appointment durations, which enhanced operational efficiency and brand market presence.
- Spearheaded dynamic photo and video shoots across multiple days and locations, producing compelling visual content that elevated brand storytelling and audience engagement.
- Recruited and mentored a junior designer, implementing improved workflow processes that enhanced team efficiency and the quality of marketing materials.

January 2021 - January 2023 | Senior Visual Designer | Stamats | Remote

- Crafted comprehensive branding and photography style guides for diverse companies and universities, driving impactful digital and print branding initiatives that enhanced brand consistency and recognition.
- Designed impactful logos, static and animated banner ads, case study brochures, and intuitive websites, significantly boosting brand visibility and audience engagement.
- Conceptualized, designed, and executed compelling video campaigns that created new revenue streams and strengthened organizational capabilities through cohesive storytelling.
- Directed innovative video shoots, managed production teams and talent, and built strong relationships with marketing teams, resulting in award-winning video campaigns that increased potential customers.
- Mentored junior designers by creating website and banner ad templates, while managing project schedules to enhance team productivity and design output.

January 2017 - January 2021 | Senior Visual Designer | Gaiam + SPRI | Louisville, CO

- Led online branding for four companies by developing style guides, designing logos, managing junior designers, and creating static and video ads, emails, apps, and landing pages, establishing cohesive brand identities.
- Directed cohesive and impactful photoshoots, resulting in increased sales, and earning a larger budget for future photography projects.
- Managed the design team by streamlining assets and timelines, enhancing project efficiency, and contributing to increased holiday sales.
- Designed and prototyped fitness apps, resulting in a 40% increase in subscriptions through user-centric interfaces, and engaging experiences.
- Developed a new marketing concept, photography style, landing page, and emails, dramatically boosting sales during the pandemic by effectively adapting to market needs.
- Created yoga mat artwork inspired by trending style boards, maintaining a fresh brand aesthetic, and earning award-winning design recognition.

January 2001 - Current | Senior Visual Designer | Ashley Jennifer Studios | Louisville, CO

- Increased client base by 800% in four years through leadership in creative and technical vision, and consistently fostered relationships with name brands like SPY Optics, Miller Beer, ViewSonic, Bank of America, San Diego Charger, and Qualcomm.
- Boosted revenue by 400% and secured full-time creative work in 2018 and 2021 by efficiently producing an extensive holiday campaign and attracting a new audience through responsive email designs for SPY Optics and expanding Youngevity's audience and driving sales through a cohesive web presence aligned with their print materials.
- Secured high-profile client Miller Beer by crafting an innovative, interactive online experience that effectively engaged a new demographic of customers.
- Created a new revenue stream of online sales for SKLZ by designing their first e-commerce web pages, leading a large-scale rebranding project, and developing cohesive photography and typography styles.

EDUCATION AND TRAINING:

Completed 2024 | Master Figma Course: From Beginner to Figma Pro

Graduated June 2004 | Bachelor of Science | Media And Design Art Institute, CA

SKILLS:

• ADVANCED UI/UX PROTOTYPING • CREATIVE VISUAL STORYTELLING • EFFECTIVE BRAND DEVELOPMENT • IMPACTFUL VIDEO EDITING • INNOVATIVE PRODUCT DESIGN • LEADERSHIP IN DESIGN PROJECTS • RESPONSIVE WEB DESIGN • STRATEGIC SEO + WEB ANALYTICS • TEAM COLLABORATION + MENTORING • THOUGHTFUL STORYBOARDING • TYPOGRAPHY + LAYOUT EXPERT

MASTERED:

• AFTER EFFECTS • AI GENERATIVE GRAPHICS • CANVA • FINAL CUT PRO • PREMIERE • HTML + CSS • HOTJAR + HUBSPOT • ILLUSTRATOR • IN DESIGN • PHOTOSHOP • PROCREATE • SHOPIFY + SQUARESPACE • SKETCH + XD + FIGMA