Ashley Young

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SUMMARY

A results-driven Senior Visual Designer with 20 years of experience translating business goals into compelling brand identities, intuitive UI/UX designs, and impactful digital marketing campaigns. Expert in leading the end-to-end design process, from concept to execution, across web, mobile, and video. Proven ability to mentor teams, enhance operational efficiency, and drive measurable growth in user engagement, web traffic, and revenue.

PROFESSIONAL EXPERIENCE

BB Imaging + TeleScan - Remote Senior Visual Designer (2 years)

- Drove a 110% increase in website traffic, gained over 1,100 new email subscribers, and achieved 132% social media growth (6,226 new followers) by executing data-driven ad campaigns and optimizing marketing strategies.
- Transformed and unified the brand identities for BB Imaging and TeleScan, creating a cohesive visual system across all marketing materials that significantly enhanced brand recognition and market position.
- Redesigned and prototyped a new software UI, streamlining user flows and reducing clinic appointment durations to improve operational efficiency for clinical staff.
- Spearheaded multi-day photo and video shoots, producing high-quality visual content that elevated brand storytelling and audience engagement.
- Recruited and mentored a junior designer, implementing streamlined workflows that improved team efficiency and creative output.

Stamats - Remote

Senior Visual Designer (1 year)

- Developed comprehensive branding and photography style guides for diverse corporate and university clients, ensuring brand consistency across all digital and print initiatives.
- Designed high-impact logos, static and animated banner ads, brochures, and intuitive websites that significantly boosted client visibility and user engagement.
- Conceptualized and executed compelling video campaigns, creating new revenue streams and strengthening client capabilities through effective visual storytelling.
- Directed video shoots, managed production teams, and mentored junior designers to produce award-winning campaigns.

Gaiam + SPRI - Louisville, CO Senior Visual Designer (5 years)

- Led the online branding strategy for four distinct companies, developing style guides, logos, ads, emails, and apps to establish cohesive and powerful brand identities.
- Directed high-impact photoshoots that directly contributed to increased product sales and secured larger budgets for future creative projects.
- Designed and prototyped fitness apps that resulted in a 40% increase in subscriptions through user-centric design and engaging interfaces.
- Created award-winning yoga mat artwork based on trend analysis, maintaining a fresh and competitive brand aesthetic.

Ashley Jennifer Studios - Louisville, CO

Senior Visual Designer / Owner (25 years)

- Grew client base by 800% over four years by delivering creative and technical vision for major brands including SPY Optics, Miller Beer, ViewSonic, Bank of America, and Qualcomm.
- Increased revenue by 400% for key clients by producing extensive holiday campaigns and responsive email designs that attracted new audiences.
- Designed the first e-commerce pages for SKLZ, leading a large-scale rebranding project and establishing a new revenue stream through online sales.

EDUCATION

Media And Design Art Institute – San Diego, CA Bachelor of Science, Media and Design Art Master Figma Course: From Beginner to Figma Pro (Completed 2024)

SKILLS

Areas of Expertise:

Brand Development & Identity | UI/UX Design & Prototyping | Product Design | Responsive Web Design | Visual Storytelling | Video Production & Editing | Digital Marketing & Ad Campaigns | SEO & Web Analytics | Team Leadership & Mentoring | User Research & Testing

Technical Skills:

- Design & Prototyping: Figma, Sketch, Adobe XD, Adobe Creative Suite (Photoshop, Illustrator, In-Design), Procreate, Canva
- Video & Motion: Adobe After Effects, Adobe Premiere, Final Cut Pro
- Web & Analytics: HTML, CSS, Shopify, Squarespace, HubSpot, Hotjar, Al Generative Graphics