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TOOLS & TECHNOLOGIES

Graphic Design

Adobe CC Illustrator

Adobe CC Photoshop

Adobe CC InDesign

Multimedia Design

Adobe CC After Effects

Adobe CC Premiere Pro

Apple IMovie

Business Documents

Adobe Acrobat

Microsoft Excel

Microsoft Word

Microsoft PowerPoint

Coding & Websites

Content Management Systems (CMS)

Joomla & Wordpress CMS

Adobe CC Dreamweaver

HTML & CSS

MailChimp

ASHLEY N. JACKSON

Brand & Identity + Multimedia Design + UI / UX Design

I'm a multi-talented creative designer based out of Houston, Texas. I have experience in art direction, digital media, web design, and print production. I am very detail-oriented, resourceful, and accustomed to performing in deadline-driven environments. I have a vibrant and bold approach to design. I create brands filled with individuality and personality. Referred to as the "Goddess of Graphics" my expressive typography and confident color palettes create memorable and iconic branding. With 10+ years of experience in the design industry, I am seeking opportunities where I can collaborate, develop ideas, and grow as a creative as well as a businesswoman.

PROFESSIONAL EXPERIENCE

Graphic Designer Artist

2019 - Present

- **Firstline Brands - Largest Distributor of hair accessory products.**

Design print, digital and social media graphics. Create concepts for retail promotional and tradeshow displays. Create banner ads, posters, and other collateral pieces. Conduct website design refreshes. Create packaging designs, renders and mock-ups for mass distribution.

Contract / Freelance Graphic Designer

2012 - 2019

- **Charming Charlie Women's Fashion & Accessories Retailer (2018 - 2019)**

Email Marketing Designs: Create elevated email marketing designs that are customer-focused and support the creative/business strategy. A Good Team Player able to work collaboratively within a design teamwork environment and analyze critical feedback.

- **Zachary Construction Highway Bidding Opportunity (2017)**

Graphic Designer: Create map illustrations for a road development government bid. Also designed info-graphics for presentation materials and brochures.

- **Pure Swag Essentials Skin Care Products (2016 - 2015)**

Packaging Designer: Create their business brand identity, marketing materials, packaging design and mock-ups for production. Also, edit product pictures for their website and social media.

Fashion Marketing / Graphic Designer

2013 - 2019

- **2X Everything Apparel - Online Clothing Business and Lifestyle Brand.**

- **Brand Development & Design:** Strong working knowledge of all design techniques and tools involved in garment production; precision technical plans, blueprints, drawings, and models. Develop and design visual boards, color schemes, and samples to drive newness to the brand. Design assets for marketing, website and social media.

- **Fashion Photography, Retouching & Editing:** Attend and assist in planning for fashion photo-shoots and commercial photography. Retouch imagery and

INDUSTRY KNOWLEDGE

Art Direction

Branding & Identity
Brand Development
Email Marketing
Social Media Marketing
Digital Media
Logo Design
Packaging Design
Image & Video Editing
Short Animation

Webmaster

UI / UX Design
CMS Responsive Web Design
E-commerce System Set-up

Team Leadership

A Good Team Player
Detailed Organization Skills
Time Management Skills
Great Customer Service

Other Skills

Fashion T-Shirt Graphics
Lifestyle Photography
Product Photography

FORMAL EDUCATION

Westwood College - Houston South
Associate of Applied Science in
Graphic Design & Multimedia
(2010 - 2011)

edited footage from events, photo shoots, pop-up shops, and product videos for print and online platforms.

- Clothing Production Management: Prepares artwork for production and works closely with outside vendors and printing companies to ensure company standards for clothing production, print, and retail displays. Create reports and spreadsheets for inventory, sales, budgeting, and manufacturing.

Marketing / Graphic Designer

2017 - 2018

Pink Zebra Home - A Direct Sales Company and Online Business.

- Design/Develop Creative Concepts: Responsible for the production of digital and print marketing designs from inception to completion. Design illustrations, prototypes for new package designs for mass distribution. Coordinate and communicate with production vendors to make sure they fulfill the company's goals.
- Video Editing & Animation: Conceptualize and develop unique digital illustrations for logos, advertisements, presentations and multimedia projects and bring them to life with motion graphics for the web and broadcast.

Brand Manager / Graphic Designer

2014 - 2017

The Galleria for Business - Small Business Branding Blog.

- Develop & Present Creative Strategy: Translate company marketing objectives into designs that are clear and compelling, while staying within brand guidelines.
- Manage Brand Guidelines: Focus on the highest level of brand consistency and maintain an up to date report with knowledge of the company's business branding standards. Provide quality control and direction on a variety of projects, channels, and mediums.
- Graphic Design: Develop design briefs that suit the client's purpose. Work on a variety of products and activities giving organizations a visual brand.

Graphic Designer / Production Artist

2009 - 2012

Printing By Me - Printing & Design Company

- Production Artist & Designer: Create designs for web graphics, online campaigns, banner advertisements, email marketing, interactive forms, motion graphics, social media graphics, car wraps, window and signage graphics, and developed websites for a wide range of companies.
- Manages Large File Deliveries: Optimize graphics for web platforms and print specifications. Package and export media with an organized work-flow environment using Dropbox, Adobe Creative Cloud, and company servers.
- Excellent Time Management Skills: Manage multiple projects simultaneously, while dedicated and willing to work overtime as necessary, even weekends, to adequately service project deadlines. Adapt to a rapidly changing, fast-paced business environment.