

ashleyhauser

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PROFESSIONAL EXPERIENCE

August 2017–Present

Interactive Designer

Flying Cork A digital marketing agency located in Pittsburgh, PA

Create UX and UI experiences for websites and landing pages / Compose checkout and account creation experiences / Lay out email newsletter templates / Form visuals for client promotions / Design social posts / Maintain brand consistency / Manage printers for print collateral / Prepare fresh visual concepts to clients / Provide designs for new website pages / Collaborate with developers to deliver digital experiences

May 2016–July 2017

Designer

InnerWorkings / InnerOrange Creative A worldwide marketing solutions company based out of Chicago, IL / An in-house creative agency within PNC headquarters located in Pittsburgh, PA

Conceptualize and design print collateral for B2B and B2C marketing / Redesign and update post cards, white papers, brochures, flyers, and other printed materials / Attend press checks / Enhance brand unity by executing brand standards and templates / Interact daily with clients about new and current projects / Manage projects, revisions, and final deliverables for PNC marketing teams

June 2014–March 2016

Designer

Brunnerworks An award-winning advertising agency located in Pittsburgh, PA

Conceptualize and design new product packaging for Top Flite golf balls / Redesign and update website pages, banners, and emails / Create, define, and execute brand standards and templates / Carry out brand campaigns through additional marketing materials / Lay out proposal materials for new business initiatives / Finalize design files for print and digital use with precise attention to detail / Communicate effectively with clients and collaborate seamlessly with project managers and colleagues / Oversee and direct design interns

August 2012–May 2014

Graphic Designer

University Communications & Marketing A marketing department at The University of Akron located in Akron, OH

Designed university flyers, ads, brochures, and direct mailers / Oversaw, finalized, and approved print marketing materials / Conceptualized and created graphics for social media platforms and student blogs / Helped to ensure the execution of consistent messaging, effective strategic efforts, and strong brand development / Photographed university's campus and events for digital library

August 2013–December 2013

Graphic Designer / Ambassador

Design X Nine An award-winning, in-house student design studio within University of Akron's Myers School of Art located in Akron, OH

Selected as a top student by professors to work with real-world clients / Helped clients to set project objectives and meet their design needs / Designed University of Akron Theatre promotional posters / Conceptualized ideas for logos, posters, promotional items, and university events / Acted as an ambassador to both current and future clients as well as prospective university students for the graphic design program

SKILL SETS

Adobe Photoshop / Illustrator / InDesign / XD / After Effects / Muse / Acrobat / Balsamiq / Microsoft Office / Print Design / Print Production / Package Design / Brand Design / Website Design / Social Media Design / Large Format Design / Typography / UX and UI / Illustrated Typography / Digital Illustration / Photo Retouching / HTML and CSS knowledge / Project Management

EDUCATION

August 2010–May 2014

The University of Akron: Myers School of Art, Akron, OH

Degree **Bachelor of Fine Arts: Graphic Design**

Minors **Computer Imaging and Business Administration**

Cumulative GPA **3.8, Summa Cum Laude**