

Ashley Wilkinson

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PROFESSIONAL EXPERIENCE

DesignDesign, Inc.

Senior Graphic & Web Designer, 2020 - 2024

Graphic & Web Designer, 2012 - 2020

- Develop visually compelling graphic designs for print and digital mediums, including but not limited to: logo design, brand identity, advertisements, direct mail, email design, editorial layout, social media content, trade show graphics, and print collateral.
- Design and implement innovative website layouts and user interfaces to enhance user experience.
- Create and maintain brand consistency across all design assets and digital platforms.
- Capture and edit photography, including headshots, product images, and location photography.
- Collaborate effectively with art director, fellow designers, and copywriter to develop cohesive designs.
- Communicate effectively with clients, presenting concepts and obtaining feedback for revisions.
- Coordination with print production vendors.
- Project management from initial concept creation to final implementation and delivery.
- Manage multiple projects, prioritize tasks, and meet deadlines effectively.

Bar None Weddings

Photographer, 2011 - 2019

- Capture high-quality images using DSLR camera equipment for weddings, engagement shoots, and events as lead photographer.
- Edit and retouch images.
- Direct and guide subjects for optimal poses and compositions.
- Provide exceptional customer service.
- Collaborate with other vendors and event staff to ensure seamless execution of photography services.
- Assist lead photographer as second shooter, capturing additional angles and perspectives.
- Anticipate and address potential issues or challenges during shoots.
- Maintain clear communication with lead photographer and align on shot lists and creative vision.
- Represent the photography team professionally.

Ashley Carol
CREATIVE

PROFILE

I'm a seasoned graphic and web designer with over 11 years of experience in the field. From branding and print to digital design, I thrive on bringing client visions to life across various industries. My passion for photography adds an extra dimension to my creative work, while my meticulous attention to detail ensures that every project meets the highest standards of quality. I'm dedicated to delivering outstanding design solutions that make a lasting impact.

EDUCATION

Kutztown University of Pennsylvania

Bachelor of Fine Arts
Communication Design

2007-2012

Concentrations in Graphic
and Interactive Design

SKILLS

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Dreamweaver

Adobe Lightroom

HTML/CSS

Microsoft Word

Microsoft PowerPoint

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