

Resume & Portfolio

Ashley Nash
Graphic Designer



Ashley Nash

Creative • Motivated • Skilled



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Education

Bachelor of Art, Visual Arts

Graphic Design
Fall 2005 – Spring 2009
McNeese State University

Certification

Art Education K-12
Spring 2010 – 2012
University of Louisiana, Lafayette



Technical Skills

- Adobe Creative Suite (Illustrator, Photoshop, InDesign)
- Figma
- Microsoft Office
- G Suite



Work Experience

Graphic Designer

April 2022 – Present

Kami, Auckland, NZ (Remote)

- Utilize Adobe Creative Suite and Figma for designing marketing materials, resolving design issues, and boosting brand exposure.
- Produce visual content, work on typography and layouts, incorporate feedback, and reinforce brand identity.
- Generate graphics to expand social media presence and meet tight deadlines.
- Engage with teams in different time zones to reach project objectives, oversee multiple projects, and maintain brand uniformity.

Elementary Art Teacher

March 2020 – April 2022

Alice Boucher Elementary

- Developed engaging art lessons, fostering creativity in 400+ students (K-5), resulting in improved artistic skills.
- Enhanced creative expression among students through innovative art projects.
- Introduced art techniques that significantly enhanced student engagement.
- Developed an art curriculum that catered to 400+ students' diverse needs.

Owner/Founder

June 2015 – March 2020

Roux Bayou, LLC

- Founded and operated Roux Bayou, LLC, a custom apparel and printing business specializing in unique, high-quality designs tailored to client preferences.
- Managed all aspects of the business, including product design, production, marketing, sales, and customer service.
- Successfully secured sales through various channels, contributing to the growth and sustainability of the business.



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Areas of Expertise

- Visual Design & Storytelling
- Typography
- Logo Design
- Infographic Design
- Presentation Design
- Brand Management
- Social Media Management
- Time Management
- Project Management
- Problem Solving
- Teamwork



Work Experience (Continued)

Senior Graphic Designer

January 2012 – July 2017

Graphic Designer

Potenza Creative

- Designed visual content for print and digital media, enhancing brand visibility and engagement.
- Collaborated with various clients and art director to align designs with project goals and themes.
- Presented design concepts to clients, securing approvals and fostering client relationships.
- Led junior designers and interns, ensuring high-quality deliverables and professional growth.
- Streamlined design processes, resulting in improved efficiency and faster project completion.

Assistant/Graphic Designer

June 2011 – January 2012

University of Louisiana at Lafayette

- Supported project coordinator with educational print designs, enhancing program materials.
- Handled clerical needs for the Teacher Preparation program, ensuring smooth operations.
- Designed the program's website, improving online presence and accessibility.

References available upon request

Assorted Logo Design



Logos from left to right

Cajun Brewing (agency) – a badge style logo created for a small, local brewery

Copeland's Craft Kitchen (agency) – Vintage style concept logo for a local restaurant

Cajun (agency) – Grunge style logo created for a special edition Ford F-150 Truck



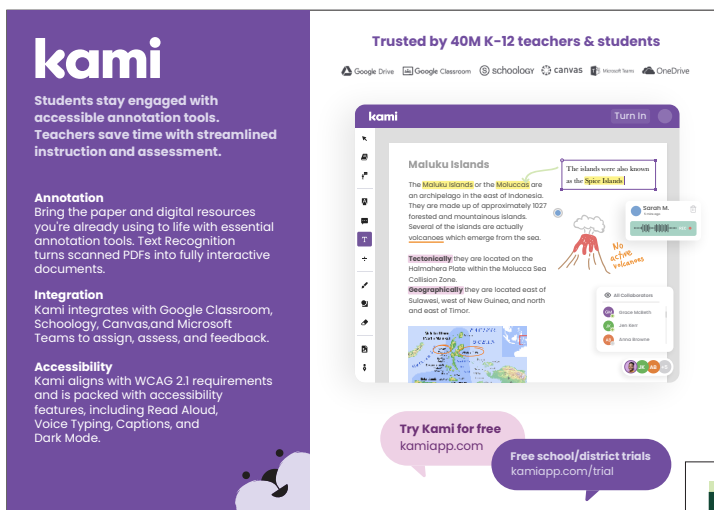
Mosaic by MG (freelance) – created for a photographer who described his work as being mosaics of memories

Mario (agency) – created for a oil field supply company who specializes in industrial hoses



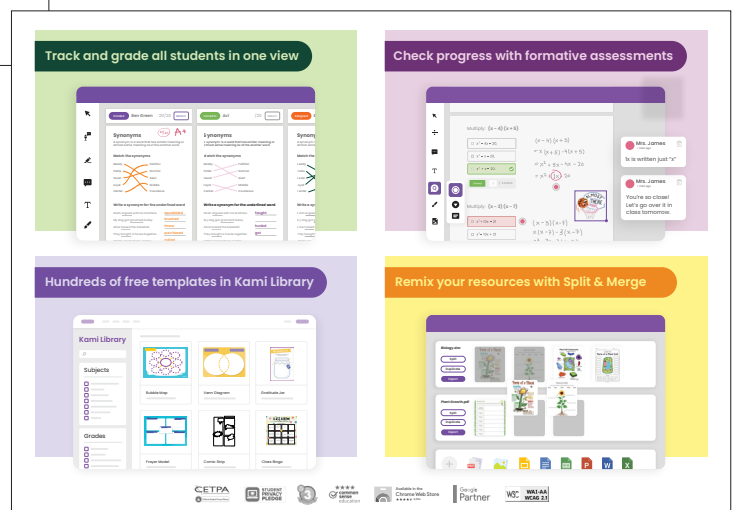
Project David (freelance) – a non-profit for young men. The logo needed to incorporate a modern version of a crown with unique colors

Assorted Posters/Flyers



From left to right

Acadiana Aesthetic Skincare – Rack card,
Kami – Poster for conference booth contest,
Sales flyer for conference that highlights the product



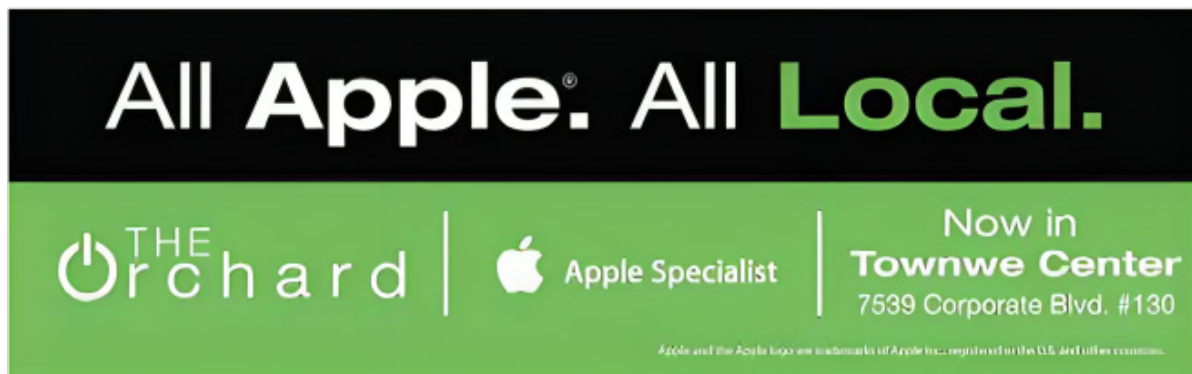
Assorted Posters/Flyers



From left to right

Kami -Digital flyer for a kickoff event held at a bbq restaurant. Poster design for Halloween.

Assorted Print/Layouts



From left to right

Courtesy Automotive Group – Print ad to promote the various locations of the client's car dealerships, **Tropical Smoothie Cafe** – Print ad design to promote a new smoothie flavor **The Orchard** – Billboard Design

Assorted Print/Layouts



From left to right

Izzo's Illegal Burrito – Print ad for a special promotion, **Copeland's MKT** – Menu design for a fast kitchen style restaurant, **Unitech Training Academy** – Brochure for an on-campus daycare, **Kami** – A postcard design sent to customers right before a break

Assorted Social Media/Web Application

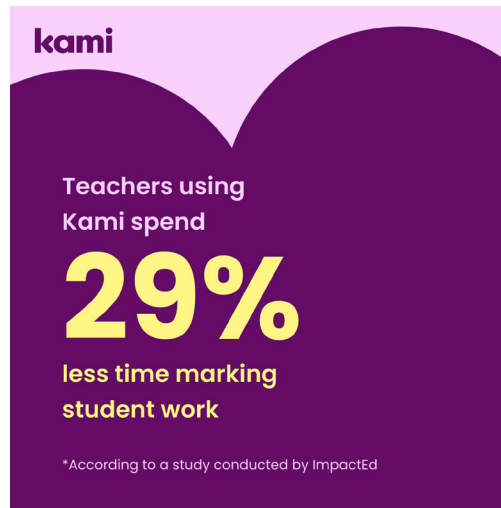
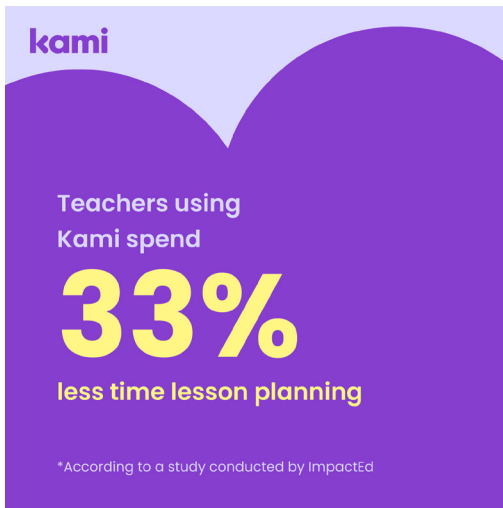


From left to right

Kami - Social post announcing the Kami Google Classroom add-on, Social post promoting a book signing with an influencer, Carousel for LinkedIn post containing data/stats, E-mail header design



Assorted Social Media/Web Application



From left to right

Kami – Social post for LinkedIn created to target top-down customers, Social cover image used for all social channels, Social posts for a small campaign for Microlearning

