Hi, I'm AshLee! 💪🧠🦄

abcreates.art || ashlee.berkel@gmail.com || linkedin.com/in/ashleeberkel

I've been creating designs that satisfy your senses and sensibly satisfy client projects for over 10 years. I want to give you my expertise and curiosity to solve creative problems. If you're interested, let's chat.

Software

Adobe Creative Suite
Illustrator
InDesign
Photoshop
After Effects
Figma
Adobe XD
WordPress
MailChimp

Expertise

Branding
Digital Advertising
Illustration
Print Design
Web Design
HTML / CSS
UX/UI Design
Creative Concepts
Deadline-Oriented
Communication Skills
Attention To Detail
Problem-Solving
Teamwork
Adaptability
Multitasking
Innovation
Self-Motivated

Interests

Hiking & Biking
Cooking Unique Dishes
Reading & Writing
Immersive Art
AR & VR
ARGs

Experience

Senior Graphic Designer at Vistägo Print (04/2016 - Current)

- Deliver tailor-made results for local academic programs, mom and pop food truck business, national political campaigns, and local community events such as festivals and competitions.
- Obsess over brand compliance, QAQC, and keeping open communications at every step to strengthen customer retention and stop issues early on.
- Optimize software and streamlining processes to work smart in a fast-paced environment, which increases productivity by nearly 20%.
- Assist in internal information architecture and organization structures to things easier to find, strengthen SOPs, and make training new employees easier than ever.

Graphic Designer at Sage ETC (08/2014 - 03/2016)

- Produced multi-touch collateral for our multiple branches for regulatory compliance, sales efforts, website rebranding, promotional flyers, email newsletters, and even cool swag.
- Spearheaded the entire 4C Conference, both on the visual and experience assets that achieved an exceptional environment and happy clients that were eager to return next year.
- Supported in-house upkeep efforts for the marketing team by updating the brand book, revamping old materials with new data or designs, and helping non-designers understand and use our brand tools with ease and pride.
- Fostered the junior designers on the yearly internship program by guiding them on the design process, insisting on brand consistency and showing the importance of balancing both industry trends and personality in their work.

Education

Associates Degree for Graphic Design (Austin CC, 2011-2013)

Developed strong fundamentals in design theory, typography, hierarchy, color theory, critique, and marketing while working on building my brand identity.

Certificate of UX / UI Design (Coursera, 2023)

Applied foundational UX concepts, like user-centered design, accessibility, and equity-focused design which enhanced my ability to empathize with people and think about the problem more than the solution.