



ABOUT ME

Hi, I'm Ash. A Creative Designer & Junior Art Director based in Brooklyn, New York.

I craft bespoke design solutions for brands that value the distinct and exceptional.

As a Creative Designer, I bring a unique perspective from my experience in CPG and SaaS sales, understanding what stands out in the market and how to listen, learn, and stay agile.

HOBBIES

Snowboarding, Traveling, Hiking, Yoga, Reading fantasy, Art Galleries, Learning to skateboard.

Lets Work Together

CONTACT

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EXPERIENCE

CREATIVE DESIGNER // JUNIOR ART DIRECTOR

July, 2023 - Present

GRIT NY (Formerly Tomorrow Vision), Brooklyn, NY

While freelancing at Grit NY, I began as a project manager and copywriter. While studying integrated graphic design at Noble Desktop and SVA. While at Grit I was being mentored by my partner and Creative Director. Now as a Creative Designer and Jr Art Director, I work hand in hand in bringing in new business, conception and bringing clients' ideas to reality from production to presenting.

Responsibilities:

- Creating assets that bring clients' dreams to reality while being a brand steward and following brand guidelines
- Collaborating to interpret concepts and deliver compelling visuals for branding; including logos, photography, assets, and campaign strategy
- Creating flexible visual identity systems, including mood boards, brand style guides, and toolkits
- Managing multiple projects under tight deadlines, ensuring deliverables meet timelines and standards in accordance to creative briefs

SALES DEVELOPMENT REPRESENTATIVE

Feb 2022-Oct, 2023

Demandbase, New York, NY

Sales role focused on mid market new business for ABM SaaS company. Worked cross functionality with Marketing team to target specific business segments and verticals across B2B.

NATIONAL SALES DIRECTOR

Nov 2018-Feb 2022

SingleCut Beersmiths, Queens, NY

Lead a national sales team and managed distribution partnerships in 28 states and internationally. Responsible for managing the marketing team and overseeing point-of-sale material, coordinating event marketing, and developing new SKU's and brands under the SingleCut Beersmiths umbrella. Member of senior leadership, collaboratively responsible for brand direction.

REGIONAL SALES MANAGER, MID ATLANTIC

June 2014-Oct, 2018

Citizen Cider, Burlington, VT

Launched Citizen Cider in the NY, NJ and PA markets. Responsible for managing a team of brand ambassadors, as well as a network of wholesale distributors throughout each state. Oversaw major distributor contract changes.

EDUCATION

UNIVERSITY OF VERMONT

Bachelor of Fine Arts

NOBLE DESKTOP

Digital Design Bootcamp

SCHOOL OF VISUAL ARTS

Continuing Education Program

SKILLS

Brand Guidelines	Brand Strategy	Visual Identity Systems	Web Design
Brand Positioning	Brand Consulting	Logo Systems	Art Direction

SYSTEMS

Adobe Illustrator	Adobe InDesign	Adobe After Effects	Figma
Adobe Photoshop	Adobe Fresco	Adobe Media Encoder	Procreate