

ASHLEY ANDREWS | ART DIRECTOR

aandrewsdesign.com | ashley.andrews31@yahoo.com | 408.636.6992
linkedin.com/in/ashleyandrews31

ART DIRECTOR

Creative and visionary Art Director with a proven track record of crafting compelling visual concepts and delivering exceptional design solutions. Adept at leading cross-functional teams and successfully executed numerous high-profile projects, consistently exceeding client expectations.

KEY HIGHLIGHTS

CLIF Thins Incubation and National Product launch
Development and growth CLIF Digital Design Team
Development, execution and documentation of CLIF photography style

KEY SKILLS

Art Direction | Visual Storytelling | Branding | Marketing Strategy | Typography | Digital Assets
Print Collateral | Presentation | Adobe Creative Suite | Keynote | Figma | Microsoft Office

PROFESSIONAL EXPERIENCE

Walmart Connect, San Bruno, CA | September 2023 - Present

Sr. Graphic Designer

Design and execute digital assets for Walmart.com's homepage and brand pages

- Work closely with the Art Directors and Copy Writers to meet client's needs and ensure brand consistency

Clif Bar & Company, Emeryville, CA | May 2018 - May 2023

Digital Art Director | February 2021 – May 2023

Led and executed a broad range of marketing assets from concept to development for various CLIF product launches, marketing campaigns, web and social content, and print collateral. Work included brand look and feel, photography art direction, and guideline creation and documentation.

- Collaborated with Brand and cross-functional partners to create innovative design solutions for new product launches. Process included concepting, art direction, production planning, brand guideline creation and documentation, and asset delivery. Ensured alignment with brand messaging, consistency, and quality of all deliverables.
- Collaborated with digital partners to create innovative and engaging social content for TikTok, Instagram and Facebook. Work included static and motion assets, paid and organic, in-studio photoshoots, and partnering with outside agencies.
- Oversaw and managed the development of product and lifestyle photography, including concepting, art direction, pre-production planning, and documentation of guidelines for all CLIF brands.
- Helped manage, organize, and structure the delivery of high quality images for marketing materials and e-commerce needs.
- Worked closely with internal creative, cross-functional partners and outside agencies to ensure brand consistency and high quality work of product launches and all marketing assets.
- Managed Sr. Designers and helped delegate and manage workflow of projects.

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Sr. Graphic Designer | March 2019 - February 2021

Designed and executed a broad range of marketing assets from concept to development for product launches and rebrands of CLIF products. Assets included print collateral, web and social content, and e-commerce.

- Worked closely with the Art Director to establish CLIF's food photography style to effectively convey product messaging and values through concepting, art direction and pre-production planning. Created and documented photography guidelines and library structure.
- Developed and executed the creation of CLIF's e-commerce templates for various retail platforms. Ensured consistency across all CLIF brands and creation of all product templates.

Sr. Graphic Design Freelancer | May 2018 - March 2019

Worked closely with the Art Director to design digital marketing assets for a variety of CLIF product launches and evergreen content.

- Successfully managed multiple projects simultaneously, ensuring adherence to deadlines and maintaining high-quality standards.

Ubisoft, San Francisco, CA | June 2015 - April 2018

Graphic Design Freelancer | August 2015 - April 2018

Designed and executed a broad range of in-store and digital marketing assets for various game titles.

- Worked closely with the Art Directors to create design solutions that effectively conveyed visual story telling across multiple game titles. Work included concept art, logo design, packaging layouts, print collateral, and web and social content.
- Designed pitch decks for multiple 360 campaigns for various game titles.
- Worked with production to ensure brand consistency and alignment for all deliverables.

Graphic Design Intern | June 2015 - August 2015

Designed and executed a broad range of in-store and digital marketing assets for various game titles.

- Work included logos, e-commerce assets, social content and packaging layouts.

Shen Design Works, San Francisco, CA | February 2017 - March 2018

Graphic Design Freelancer

Designed and executed digital marketing assets for various clients, such as Play Studios and Sony.

- Assets included in-game layouts as well as e-commerce.

EDUCATION

California Polytechnic State University, San Luis Obispo, CA

Bachelor of Fine Arts: Department of Art & Design; Graphic Design Concentration

VOLUNTEER WORK

Assisted Animal Happiness, Sunnyvale, CA | January 2020 - Present

Silicon Valley Pet Project, Santa Clara, CA | January 2017 - January 2020