



HI, I'M ASH... I'm fueled by coffee, creative briefs and a genuine love for what I do. I specialize in packaging and illustration; but I've touched everything from branding to social, POS, and even video. If you show me the hat—I'll wear it.

EDUCATION

university of north texas
BACHELORS OF THE ARTS
Cum Laude
Tau Sigma - Honor Society

tarrant county college
ASSOCIATE OF THE ARTS
With Honors
Phi Theta Kappa - Honor Society

AWARDS

2019 TOP TALENT
ADOBE STUDENT AWARDS
Maglite Ad Campaign

2020 AAF DALLAS AWARDS
AMERICAN ADVERTISING AWARDS
SILVER - MAGlite Ad Campaign

2020 AAF DISTRICT 10 AWARDS
AMERICAN ADVERTISING AWARDS
BRONZE - MAGlite Ad Campaign

BEST BRANDING CAMPAIGN
DSVC NATIONAL STUDENT SHOW
Keela Menstrual Cups

JUDGES CHOICE
DSVC NATIONAL STUDENT SHOW
Keela Menstrual Cups

BEST RETAIL PACKAGING
DSVC NATIONAL STUDENT SHOW
Gillette Hapi

1ST PLACE SENIOR PORTFOLIO
DSVC NATIONAL STUDENT SHOW
Senior Portfolio

2024 AAF DALLAS AWARDS
AMERICAN ADVERTISING AWARDS
SILVER - NTTA Barbershop

2024 AAF DALLAS AWARDS
AMERICAN ADVERTISING AWARDS
Honorable Mention - NTTA Cut Your Bill in Half

EXPERIENCE

january 2024 - current
SR ART DIRECTOR | TRACY LOCKE

In my current role, I create impactful campaigns and innovative design solutions for clients such as PepsiCo, Frito-Lay, Pizza Hut, JBL, FedEx, Titos and Quaker. Through collaboration and creativity I aim to exceed client expectations by bringing solutions with impactful results.

october 2020 - december 2023
ART DIRECTOR - SR ART DIRECTOR | INTEGER

At Integer I had the opportunity to create award winning work by blending creativity with strategic thinking for clients such as Frito Lay, NTTA, Chateau St Michelle, Welches, Pepsi Co., and Quaker. Our work not only met client expectations, but resonated with its target audience.

june 2019 - august 2019
ART DIRECTION INTERN | LAUNCH AGENCY

As an intern, I had the opportunity to collaborate on a variety of campaigns. I contributed to projects for Park Place's Luxury Super Showcase, the Young Professionals Organization, Baylor Scott & White, and Women in Automotive, as well as in-house branding initiatives.

july 2018 - current
FREELANCE DESIGNER

Throughout my freelance career, I have had the opportunity to work on a variety of boutique identity and packaging projects across different industries: travel, interior design, skincare, beauty, and real estate, showcasing my versatility and ability to tailor designs to meet each client's unique vision.

june 2017 - august 2017
TEACHING ASSISTANT | THE SCHOOL OF THE NEW YORK TIMES

In New York I had the opportunity to shadow The New York Times photographer, Angel Franco, as a teaching assistant. Within this role I ran critiques, taught the basics of art composition, as well as managed the itinerary for location shoots.

january 2014 - july 2016
ADMINISTRATIVE ASSISTANT | CENTURY 21 JUDGE FITE

During my time in real estate I organized information and filled out legal paperwork for the purchase and sale of homes, managed the Realtor's website, designed, printed, and bound capabilities books for clients.

SKILLS

Mac OS
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Deminsion
Illustration

Typography
Branding
Package Design
Concepting
POS / POP

CONTACT

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