



# Ashley Sickles

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## SUMMARY

*Highly motivated brand specialist who excels at creative problem solving, leadership, and print and digital design.*

## SKILLS

### Software:

- Adobe Creative Cloud: InDesign, Illustrator, Lightroom, Photoshop, InCopy
- Microsoft Office 365
- Wrike and JIRA
- Salesforce
- Wordpress and Craft
- Bynder (digital asset management)

### Specialties:

- Creative leadership
- Adept in the Agile Process
- Brand identity and management
- Print, layout, and editorial design
- Pre- and post-production
- Typography
- Product and portrait photography
- Specialty and fine paper

### Personal:

- Meticulous
- Quick learner
- Creative problem solver
- Conceptual thinker
- Productive and efficient
- Positive and outgoing
- Outdoors enthusiast
- Adventure seeker

## EDUCATION

### Lawrence Technological University

- Bachelor of Fine Arts in Graphic Design
- Graduated May 2014, Magna Cum Laude

## WORK EXPERIENCE

### Clearwater Analytics | Boise, Idaho

#### MARKETING GRAPHIC DESIGNER SEPTEMBER 2016 - PRESENT

#### CREATIVE SERVICES TEAM LEAD DECEMBER 2018 - MARCH 2020

- Work within the Agile process model
- Develop and improve processes that result in significantly higher bandwidth and project effectiveness
- Collaborate with company directors to build and implement objectives that support company and Marketing initiatives
- Creative editor, working with designers and video specialists from project conception to production
- Develop content and campaign strategy, and execute creative with the greater team
- Implemented and manage a digital asset management solution, used cross-departmentally, for greater brand control and consistency across global offices
- Build custom meeting brochures and presentation decks
- Collaborate with copywriters to develop thought leadership collateral and targeted customer relationship marketing
- Coached and mentored marketing creatives to support development and success
- Design event signage, print and web advertisements, social media, and email programs
- Lead photoshoots that expand the in-house stock imagery library to streamline brand design
- Manage in-house and external printing

### Flitch Creative | St. George, Utah

#### GRAPHIC DESIGN MANAGER AUGUST 2014 - AUGUST 2016

- Led the design team with oversight of brand identity, print materials, and website interfaces
- Supervised designers, providing creative direction on all print, digital, website, and branding projects
- Introduced photography into the company's offerings, which led to increased clientele, sales, and greater consistency over projects
- Managed existing client relationships and developed new business accounts

### Office of Career Services, LTU | Southfield, Michigan

#### LEAD GRAPHIC DESIGNER AUGUST 2013 - MAY 2014

- Conceptualized and designed postcards, handouts, and banners
- Photographed events and various student activities for use in promotional print collateral and web design