

Ashley Irey

Designer | Brand Storyteller | Visionary Thinker | Zealous Advocate | Curious by Nature

experience

2022-present, Digital Designer, *Helzberg Diamonds*- Remote

I create and produce on-brand design solutions for all things digital, such as: web page layouts and image updates, promotional and trigger emails, digital signage for brick & mortar, and various digital ads, both static and motion. As a natural self-starter with a strong efficiency-mindset, I have streamlined several internal processes, from project briefs to file-org systems, increasing productivity and promoting cross-team functionality.

2022, Digital Designer, *League of Women Voters* - Remote

Developed and presented voting-awareness campaigns for coinciding election seasons. An ambitious multi-tasker at heart, I simultaneously lead and executed 3 separate visual social campaigns across the same voting season. I coordinated end-to-end design solutions for all 3 campaigns, including graphics, copy, content strategy, and final post production.

education

2022, Bachelor of Fine Arts Degree: Graphic Design, Kansas City Art Institute

3.9 GPA

Class department award for *Design in Advocacy*

awards

Behind Closed Doors is an advocacy piece I designed as a call-to-action against child marriage / gender violence. This work earned me the following awards:

- GDUSA's 2022 Design for Good Category
- AIGA FLUX 2022 Student Design
- ARTSPACE, 2022 Honorable Mention; Exhibition: *Landscapes of Intimacy**

**mine was the first award of its kind given to a graphic design work in this annual show*

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