



ASHLEY CAREY
Graphic Design

Hiawatha, IA 52233

319.721.7227

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Portfolio: AshleyNCarey.com

[View my portfolio →](#)

Experienced creative leader with a customer-centric and data-driven approach to design. Extensive expertise in elevating and developing email design strategies, website design, and branding. Detail-oriented designer with an analytical mind-set and experience designing across marketing channels. Proactive and organized self-starter, adept at finding efficiencies, collaborating, managing multiple projects, and meeting deadlines.

Education

2005 – 2009

University of Northern Iowa

Bachelor of Arts: Graphic Design

Bachelor of Arts: Marketing

Strengths

Data-Informed Design

Analytical & Strategic Planning

Customer-Focused Solutions

Collaboration

Leadership & Mentoring

Creative Problem Solving

Critical Thinking

Attention to Detail

Resourcefulness

Organization & Time Management

Process Optimization

Experience

TAXACT | DALLAS, TX

SEPT 2020—PRESENT

Senior Graphic Designer

Elevated and expanded brand design strategy and quality of creative assets across all marketing channels (print, digital, web, corporate, etc.) while partnering with cross-functional teams throughout the organization. Used strategic insights and analytics to concept and create design solutions that increase KPIs. Developed efficiencies and frameworks for the team to produce and track a high-volume of work.

- Concepted and created radical new homepage designs for testing that substantially increased start rate by 10.6% on mobile and 4.5% on desktop.
- Developed a comprehensive modular email design system to include best practices for deliverability, performance, and accessibility. The flexibility and efficiencies of this system allowed the team to create over 500 tailored email versions and 16 automated customer journeys — and resulted in significant improvement in our under-performing Retention and Win-Back segments, achieving a remarkable +9% growth after 7+ years of decline.
- Increased email performance by leading creative testing initiatives, as well as implemented MIRO boards for cross-functional teams to visualize email customer journeys and track performance which led to a +75% revenue increase YoY.
- Developed brand identity, logos, style guide, and asset library for a new suite of services using learnings from customer research and presented to leadership, product and UX teams for buy-in.
- Created a library of illustrations of our brand spokesperson, April. This allowed us to evolve the campaign into its second year, added flexibility for creative execution, as well as bring her to life with animation, so that we could infuse the brand campaign into the entire customer experience.

GODADDY | TEMPE, AZ

JAN 2017—SEPT 2020

Lead UX and Visual Designer (2019—2020)

UX Email Designer (2018—2019)

Graphic Designer: Brand Advertising (2017—2018)

Led the conceptualization of creative concepts, implemented brand and marketing strategies, and developed interactive design solutions for merchandising GoDaddy products through a wide variety of advertising content, website and email campaigns that spanned audiences, platforms and countries.

- Collaborated with team leads and stakeholders to ensure deliverables support shared goals when determining the overall design strategy.
- Presented concepts to stakeholders to communicate strategy and design rationale.
- Was responsible for quick creative thinking and acute attention to detail within demanding deadlines.
- Continually reviewed campaign results, analyzed data, and explored customer insights to develop opportunities to enhance and improve the customer experience and increase revenue.

EXPERIENCE CONTINUED ON NEXT PAGE...



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Design Strengths

Email Design & HTML

Website Design

UI and UX Design

Brand Identity

Iconography and Illustration

Software

Adobe InDesign

Adobe Illustrator

Adobe Photoshop

Adobe Dreamweaver

Adobe After Effects

Adobe Animate

Figma

JIRA

Microsoft Office

Miro

Workfront

Experience Continued

TRANSAMERICA | CEDAR RAPIDS, IA

JAN 2012—DEC 2016

Sr. Graphic Designer (2015–2016)

Graphic Designer (2012–2015)

Managed and executed the concept, design, production and evaluation of customer-focused solutions such as emails, newsletters, presentations, landing pages, event collateral, promotional items, signage, infographics, social posts, brochures, and ads — for both B2B and B2C audiences in the Life Insurance industry.

- Provided comprehensive digital support by creating emails, e-newsletter templates, website and landing page design, and presentation design.
- Designed social media content to support a social media strategy that clearly communicated a strong message, met and upheld a consistent and cohesive brand identity, raised brand awareness and expanded market penetration.
- Used creativity, resourcefulness, critical thinking, collaboration and sound judgment to push past problems and find well-thought-out solutions that met clients' needs while maintaining brand standards.
- Created and maintained working relationships with a variety of service providers in order to determine and coordinate the most cost-effective production solutions.
- Drove continuous process improvement to discover efficiencies, as well as improve design capabilities by staying current with emerging trends in the industry and possessing a forward-thinking attitude.

RUFFALOCODY | CEDAR RAPIDS, IA

JUNE 2011—JAN 2012

Graphic Designer

Collaborated with a team of writers and designers to create college admissions materials such as e-mails, landing pages, letters, postcards, and self-mailers.

- Created cohesive campaigns that honor the integrity of the client's established brand while also providing new creative solutions.
- Coded email designs in HTML using email deliverability best practices.
- Communicated with project management staff, print vendors, and clients to implement requests and meet all project deadlines.
- Coordinated multiple projects and effectively manage time and workload while consistently creating quality work.

PENINSULA GAMING LLC | DUBUQUE, IA

MAY 2010—JUNE 2011

Graphic Designer

Conceptualized and created polished final design layouts for projects such as display, point-of-sale, and direct-mail advertising for the casino industry.

- Conceived tiered creative campaigns, created new brands for both new and existing properties, and introduced social networking into our marketing plan.
- Met with clients as needed to develop design concepts, gather information, discuss solutions, gain approval and review publications.
- Produced high-quality work within tight deadline parameters.
- Prepared files accurately for release to printers and publications.