



Ashley Carey

319.721.7227

ACarey9886@gmail.com

AshleyNCarey.com →

Summary

Creative leader and strategic designer specializing in brand, digital, email and customer experiences. I combine data-driven thinking with systems-level design to create scalable solutions, improve creative processes, and drive measurable business results.

Education

University of Northern Iowa
BA: Graphic Design & Marketing
Graduated Cum Laude

Skills

Data-Driven Design
Design Systems
Process Optimization
Email Design + HTML
Website Design
UI and UX Design
Brand Identity
Iconography
Publication Design

Experience

SENIOR GRAPHIC DESIGNER

Pluralsight | 2024 – Present

Lead creative direction and visual design initiatives across the organization, helping translate Pluralsight's evolving brand strategy into cohesive, high-impact experiences across channels. Partner with creative, UX, content, and marketing teams to establish visual direction, guide design execution, and elevate the overall brand experience.

- Owned the creation and implementation of Pluralsight's new brand identity, establishing visual direction, brand guidelines, and scalable frameworks that enabled teams across the organization to consistently bring the new brand to life. The implementation of the new brand and email modules created a 382% lift in newsletter click through rate.
- Build scalable creative systems, establishing and maintaining 23 template sets, and 8 libraries to improve consistency and accelerate execution across the org.
- Provide creative leadership and concepts across integrated marketing campaigns that strengthen brand messaging, engage audiences, and support marketing and conversion goals. Our Black Friday campaign achieved the company's highest single-day billings of the year.
- Mentor designers across the company and provide creative direction, offering design critique, guidance, and strategic input.
- Support team planning and operations by advising on project assignments, workload management, hiring, workflow process and team structure.

ASSOCIATE CREATIVE DIRECTOR

TaxAct | 2020 – 2024

Elevated and expanded brand design strategy and quality of creative assets across all marketing channels (print, digital, web, corporate, etc.) while partnering with teams throughout the organization. Utilized strategic insights and analytics to develop design solutions that enhance KPIs. Implemented efficiencies and frameworks to streamline processes and enable the team to produce and track a high volume of work.

- Championed an evolution of our brand to modernize and improve brand recognition, appeal, and recall. Created a custom icon library of over 70 icons in new style. Presented strategic direction for brand updates to leadership for approval and communicated the updates in company town hall. This contributed to an increase in brand consideration from 11% to 32% YOY, an increase in unaided brand awareness from 23% to 25% YOY, and an increase in advertising awareness from 11% to 18% YOY.
- 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. Resulting 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 introduced MIRO boards for cross-functional teams to visualize email customer journeys and track performance which led to a +75% revenue increase YoY.

EXPERIENCE CONTINUED ON NEXT PAGE...



Ashley Carey

319.721.7227

ACarey9886@gmail.com

AshleyNCarey.com →

Software

Figma

Adobe Creative Suite

Claude

ChatGPT

Asana

Ziflow

Miro

Workfront

JIRA

Microsoft Office

Goole Suite

Experience Continued

LEAD UX AND VISUAL DESIGNER

GoDaddy | 2016 – 2020

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.

- Led design for 30+ GoDaddy website pages, using continuous iteration and testing to improve site performance.
- Designed and coded over 40 email campaigns to align with the evolving brand identity, ensuring consistency and enhancing engagement.
- Continually reviewed campaign results, analyzed data, and explored customer insights to develop opportunities to enhance and improve the customer experience and increase revenue.
- Collaborated with stakeholders to ensure deliverables support shared goals when determining the overall design strategy.

SENIOR GRAPHIC DESIGNER

Transamerica | 2012 – 2016

Managed and executed the concept, design, production and evaluation of customer-centric design 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.

- 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.
- 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.

GRAPHIC DESIGNER

RuffaloCODY | 2011 – 2012

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.

GRAPHIC DESIGNER

Peninsula Gaming LLC | 2010 – 2011

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.