



Lauren Ashley



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Education

Visual Arts Passage

Illustration Mentorship

WINTER 2022 - SPRING 2023

Bachelor of Fine Arts, Graphic Design

West Virginia University College of Creative Arts, Morgantown, WV

FALL 2007 - SPRING 2011

Summa Cum Laude, Student Marshall

Skills

Technical

Design and Development: Adobe Creative Cloud Suite: Photoshop, Illustrator, InDesign, Dreamweaver, After Effects, Premiere Pro, Procreate, Procreate Dreams
CapCut, Canva

Sketch, UXPin

Web & Email Marketing: Mailchimp, Campaign Monitor,

Blackbaud, Litmus

Garageband, Final Cut Pro, Keynote

Wordpress CMS

Web design and development, HTML Email Planning, wireframing, card sorting, email, UX strategy, web analytics

Motion Graphics, storyboarding

Picturebook and Editorial Illustration

- sketching, painting, thumbnails and ideation, storyboarding, book dummies

Character Development

Digital photography, photo editing and photo manipulation

Other:

Teamwork

Leadership, Project Management

Good communication and organization

Diligent worker, independent thinker

Artwork

“A Thistles Christmas Adventure”

Book Illustration for the winner of a local book competition as part of the #ThistlesHelps, a campaign that supports those in need across Stirling and Forth Valley

2023

Walmart Community Mural Program Artist

Fairmont, WV

2023

Work Experience

Lauren Ashley Art

Owner

SEPTEMBER 2021 - PRESENT

Freelance Design and Illustration

John Chambers College of Business and Economics West Virginia University

Senior Graphic Designer

SEPTEMBER 2018 - JANUARY 2022

Assisted in the operations for the Marketing & Communications department within the college, overseeing all design collateral to ensure brand standards were maintained, supervised design staff and interns.

BlaineTurner Advertising Inc.

Graphic & Web Designer

2015 - 2018

Digital Relativity

Graphic Designer

MAY 2015 - NOV 2015

West Virginia University Alumni Association

Multimedia Specialist

2012 - 2015

Awards

Merit Award, Healthcare Advertising Awards, Western Maryland Health System Website, BlaineTurner Advertising, 2019

AAF-WV American Advertising Award, Gold ADDY Award “Bridge Day 2015”, Visit Southern West Virginia, Digital Relativity, 2015

AAF-WV American Advertising Award, Silver ADDY Award “REAL. West Virginia”, Wild, Wonderful West Virginia, Digital Relativity, 2015

Marcom Gold Award, “WVU Alumni Birthday Greeting,” Motion Graphics WVU Alumni Association, 2014

Magnum Opus Gold Award, “Best Calendar Design,” WVU Alumni Assoc., 2012

