



ASHLEY WATSON
DESIGNER | LEADER
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OBJECTIVE

Creative professional with 8 years of experience in design and brand growth seeking to leverage strong design and leadership skills into a creative management position.

EXPERIENCE

Co-Founder • Creative Director • Marketing Director
WATSON WORKS | 2014 - present

Responsible for all product designs and marketing materials including print and digital and social

Oversees team and insures all content is aligned to look and voice of brand

Represents company at tradeshow, conferences, and events

Manages systems to simplify and streamline work while building and maintaining brand and forecast planning

Production Designer

OVERWRAPS FLEXIBLES | 2015 - 2018

Worked with clients as part of marketing team to ensure graphics were designed for printability and consistent quality on short turnaround

Created packaging design solutions for company website

EDUCATION

BFA graphic design
ART INSTITUTE of DALLAS | 2011

TRAINING

Advanced Shift Management
Effective Management Practice
Flexographic print

Senior Digital Designer

MICHAELS® CORPORATION | 2014 - 2015

Provided creative design solutions for all channels within the organization

Responsible for the production of digital design pieces

Led creative for design pieces for welcome series and re-engagement series

Creative brainstorming with team on future planning and execution of designs for marketing, events, and collateral

Senior Designer

TRUCO ENTERPRISES | 2011 - 2014

Conceptual designer from concept to press

Worked on a brand lineup of more than 25 products

Assisted in management of print quality control and attended press approvals

Social media designer - from research and concept to copy and execution

Developed marketing collateral to align with brand including: mockups, POP, banners, in-store displays and tradeshow displays

Directed product photoshoots and edited photos

Assisted in procedural development to ensure accuracy, efficiency and uphold brand standards



HARD SKILLS

MAC OS
Adobe Creative Suite
Microsoft Office
Basic HTML
Photography



SOFT SKILLS

Strong conceptual skills
 Leadership/Management
 Determination/Driven
 Self-motivated
 Works well with team
 Works well independently
 Time-management
 Problem solver



AWARDS

2014

Graphic Design USA Magazine
 InHouse Design Award Winner