






# Ashley Donisch

GRAPHIC DESIGNER

 [ashleydonisch.com](http://ashleydonisch.com)  [ashley@ashleydonisch.com](mailto:ashley@ashleydonisch.com)  815-735-5489

## EDUCATION

### Illinois State University

AUGUST 2010 – DECEMBER 2013

Bachelor of Arts in Graphic Design

## AWARDS

### Merit Selection: Ace Graphics Poster Design Contest

MARCH 2017

#### Ace Graphics and Neenah Paper

Selected for a merit award on original design/illustration out of 200+ submissions. Printed on black Neenah paper using speciality inks including white ink and texture.

### First Place in Advertising Campaign

FEBRUARY 2014

Illinois College Press Association

### Stephanie Amster Design Scholarship

MAY 2013

Illinois State University School of Art

## MUSIC & INTERESTS

### Music

Beck, Def Leppard, VHS Collection, K.Flay, Cheap Trick, Catfish and the Bottlemen, Marshmello, White Reaper, Chance the Rapper, Joywave

### Interests

Live music, cosplay, WWE, graphic design, digital art and illustration, sewing, skiing, orange cats

## ABOUT ME

I am a creative and driven graphic designer with an eight-year background working in marketing and communications teams. Throughout my career, I have refreshed and strengthened brands, conceptualized and strategized large campaigns, and designed cohesive materials that audiences recognize. I specialize in creating storytelling design concepts and collaborating with a team to generate effective results.

## WORK EXPERIENCE

### WeatherTech, *Graphic Designer*

OCTOBER 2021 – PRESENT

- Designed for social media, email, website, and print – all for a globally recognized brand
- Collaborated with members of the UX/UI team to create wireframes and build out landing pages for best selling products and seasonal campaigns
- Created packaging designs for new products as well as cohesive displays and signage for both wholesalers and the Bolingbrook and Colorado factory stores
- Evolved the fall seasonal style guide for 2022, which helped guide the team in the creation of print and digital ads, landing pages, and emails

### The Morton Arboretum, *Graphic Designer*

AUGUST 2014 – SEPTEMBER 2021

- Designed Arboretum communications that supported the Arboretum's branded image based on audience, budget, and deadline
- Created and applied 'The Champion of Trees' brand to assigned materials, new and existing, and regularly maintained brand guidelines
- Reached out to vendors for estimates, created purchase orders, preflighted, packaged, and approved proofs
- Directed photographers for creation of original images to be used in Arboretum publications and advertising

### State Farm, *Agent Signage Designer, Creative Services*

APRIL 2014 – JULY 2014

- Designed new signage for State Farm agents across the country to incorporate the new State Farm logo
- Assessed an agent's signage needs and confirmed that all designs adhered to strict brand standards
- Sent artwork with specs to agent's local sign vendor for production and installation