

A black and white portrait of Ashley Kaye Hayes, a woman with long, wavy hair, smiling. The portrait is partially obscured by an orange vertical bar on the left side of the page.

ASHLEY KAYE HAYES

DESIGNER

AKHAYES.COM
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A one-word summary for my portfolio? Capable. I'm a highly collaborative and flexible designer, having worked on all sorts of creative projects in my 6+ year career. From the big & pricy to the small & tightly-budgeted, I've helped brands find creative solutions for every kind of advertising and marketing challenge they've faced. Web, television, print, b2b, b2c – I do it all regularly and with great success. You should see the awards wall at the agency. It's shiny.

I've worked as a designer both client-side and agency-side and I've become an expert in building identities, coordinating creative requests, and hitting deadlines. I'm pretty excited for my next big project. Got something new for me to try?

BACHELOR OF FINE ARTS

Southwestern University, May 2010

ADOBE CREATIVE SUITE

Photoshop, InDesign, Illustrator, Muse

HTML/CSS

Dreamweaver, Wordpress

EMAIL CAMPAIGN PLATFORMS

Vertical Response, ConstantContact, MailChimp, Marketo

MOTION GRAPHICS

Flash, Toon Boom Harmony, After Effects, Premiere Pro

MCC ADVERTISING AGENCY | APR. 2014 + INTERACTIVE DESIGNER

Develops award-winning advertising concepts for print, television, and web

Helps establish brand identities for a variety of clients, including Fortune 500 businesses

Nominee and winner recognized by a variety of awards, including: TechTitans, Texas Instruments, American Marketing Association, Adobe Site of the Day

3 year party planning committee veteran, organizing 4+ seasonal events with groups ranging from 20 to 60

MURRAY MEDIA GROUP | APR. 2013 - APR. 2014 SENIOR GRAPHIC DESIGNER

Produced nearly three-dozen specialized magazines per month

Saw a business growth of over 200% in 9 months

File proofing and press readiness expert

Manager of junior designers, client requests, and brand development

BANKER'S TOOLBOX | FEB. 2012 - APR. 2013 GRAPHIC DESIGNER

Started as a data-entry temp and was promoted in 3 weeks to marketing administrator

Responsible for all marketing project coordination

Developed email campaigns and print projects reaching an audience of over 30,000 bankers

Coordinated 2 client conferences at a profit for the first time in the company's history