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PERSONAL STATEMENT

Multidisciplinary creative with fun, energetic and highly collaborative spirit, bridging the gap between creative and business leadership. Experience in brand development and execution of compelling, results driven creative campaigns. Strong background in art direction including UX leadership amongst teams of developers, writers, designers and business partners. Attention spent on fostering environments of open communication, creativity and knowledge sharing while living and breathing design thinking.

EDUCATION

2007
Bachelor of Arts, Graphic Design
California State University, Long Beach

DESIGN SKILLS

01 Computer	02 Knowledge
Adobe Photoshop	Grid & layout.
Adobe Illustrator	Good sense for typography.
Adobe InDesign	Color theory.
Adobe XD	User experience.
Sketch	Web usability.
Keynote	Interface design.
Adobe Dimension	Advertising.
Invision	Photography.
	Service design practices.
	Creative leadership.

VOLUNTEERING

2011 To current
Community Involvement Coordinator
Adopt-a-family, Cathedral of Our Lady of the Angels

Organize regular fund-raisers to "adopt" local families in need during the holiday season. Solicitation of individual donations, management of volunteers, treasurer and spearhead year-end shopping trip and gift wrapping events.

Year over year, we have grown our fundraising. In 2011 we adopted 4 family members for our inaugural year. By 2017 I led the team in the adoption of 16 family members. We hope to continue our growth each year, adding additional members to our coordinating team.

EXPERIENCE

- 1 2017 to current
Associate Creative Director, Brand
Capital Group
- Focused on creating and executing lighthouse brand and investor facing advertising by partnering with both external and internal channels, culminating with end-to-end high engagement experiences that build brand equity.**
- Partnered with external agency to design and develop the new Capital Group brand, including execution of 180+ page visual style guide outlining creative platform, typography, tone of voice, brand mark, photography, illustration, custom iconography, applications and more.
 - Built photography approval process, including developing a new retouching process involving rfp's, on-boarding, budget management and internal creative training while simultaneously managing Getty partnership to build extensive brand approved photography library. Optimized process resulted in on-brand images for use globally, increasing production for teams both internal and external, saving the organization \$490K+ annually.
 - Led creative direction of multidisciplinary projects including UX lead of website front door redesign and corresponding AEM component creation, investor digital experiences, video ad campaigns, print and digital advertising, video set redesign, enterprise sponsored events and big idea pitches with business leaders.
 - Brand creative liaison and trainee for 100+ creative team, ensuring all creative concepts, development and implementation aligned to the broader brand creative platform and visual style.

- 2 2011 to 2017
Senior Visual Designer, UX
Capital Group
- Designed compelling experiences that drove user engagement while maintaining marketing and business goals.**
- Led creative re-launch of investor facing communications including website, email and investor web tools.
 - Pitched multiple big ideas with business stakeholders also serving as storytelling consultant and deck creator for leadership partners.
 - Developed branding of 4 unique internal conferences including the flagship, Tech Expo receiving media coverage year over year.
 - Overhauled visual storytelling within creative team of our high engagement advisor and investor digital series, The Long View.
 - Art direction and best practice consultation of robust advisor and investor email programs, including style guide development and ongoing enhancement consultation.

- 3 2010 to 2011
Senior Art Director, promoted to Associate Creative Director
Direct Partners
- CLIENTS: New Business Pitching, Trojan Vibrations, Sony Playstation, Fleming's Steakhouse, Cox Communications, Aflac
- Designed visually stunning digital and print experiences and developed brand identity through creative ideation.**
- Led team of 4+ creatives, including mentorship of junior designer and production designer into senior roles.
 - Pitched business partnerships for new business including Hyatt and Lexus.
 - Grew book of business under clients Trojan Vibrations and Fleming's Steakhouse as Associate Creative Director.
 - Art Director and Project Manager for Trojan Vibrations photo shoot including partnership relations, photographer selection and location scouting/securing.

- 4 2009
Senior Art Director
BLT + Associates
- CLIENTS: Disney, Warner Brothers, MPAA, Dreamworks, HBO

- 5 2007 to 2009
Designer, Interactive Marketing
Genex
- CLIENTS: Acura, Kraft Foods, Alpo Honda

- 6 2002 to 2005
Jr Designer, promoted to Designer
BlueBox Studio
- CLIENTS: Pro Wash, Friends of the Family, BadaBadaBINGO