

# Ashleigh N. Williams

## Graphic Designer

[www.ashleighnicoledesigns.com](http://www.ashleighnicoledesigns.com)

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Ms. Williams has 20+ years of experience in graphic design with a focus in the EdTech and publishing industries. As a graphic designer she provides key insight into developing computer graphics and layout for print and online testing over multiple banking systems and products.

### **PROFESSIONAL EXPERIENCE**

**FREELANCE DESIGNER**, Raleigh, NC, Feb. 2023-present

#### **Contract Graphic Designer, Illustrator**

- Laid out various multi-page units of study for K-8 curriculum publisher.
- Reviewed, assessed, and provided feedback on 2D test assessment illustrations for static and technology-enhanced items.
- Create and revise 5-10 original logos and designs monthly for screen printing and embroidery company.
- Developed business logos and branding for an online store.

**METAMETRICS INC.**, Durham, NC, 2019–Feb. 2023

#### **Graphic Designer**

Worked with item development teams to create and edit original K-12 student assessment illustrations for multiple E-learning and test development clients.

- Developed an average of 30-35 vector images weekly.
- Modified procedures and processes for image creation
- Answered questions and resolved graphics issues.
- Illustrated, and animated original images, backgrounds, and characters for US and international clients.
- Developed in-house templates and workflow procedures.
- Used MS Word programs to layout client deliverables.
- Occasional marketing, presentation, and production projects.

**IXL LEARNING**, Morrisville, NC, March 2018-May 2018

#### **Art Coordinator – Social Studies**

- Functioned as a liaison between the Social Studies development team and a team of illustrators to produce high-quality, accurate images.
- Reviewed and revised artwork requests from 15 curriculum designers
- Coordinated artwork development and revisions for 2-4 artists.
- Reviewed and revised artwork submissions for compliance with style guide and UI specifications.
- Tracked overall project workflow using Jira and internal content management system.
- Maintained internal deadlines to meet quarterly release schedule.

**MEASUREMENT INCORPORATED**, Durham, NC, 2000–March 2018

#### **Senior Graphic Designer**

- Lead and worked as part of a team developing images and test forms for online and print-based K-12 standardized tests for multiple states.
- Maintained the day-to-day workflow and deadlines for a 3–6-person team.
- Developed or modified existing procedures to increase efficiency.
- Liaison between content specialists and graphics team.
- Resolved issues and answered graphics-based questions.
- Developed on average 30 static and technology-enhanced 2D-images weekly.
- Used multiple in-house and client online content management systems.
- Used Adobe Creative Suite programs including Illustrator, InDesign, Acrobat Pro, and Photoshop as well as Quark Xpress.
- Produced image scannable and precision printed test booklets and Excel answer documents.
- Created brochures, manuals, and promotional pieces.

Additional positions prior to January 2000 available upon request

### **EDUCATION**

**Bachelor of Arts:** English

University of North Carolina, Chapel Hill, NC, 1994 – 1996

**Associate of Arts:** General Studies

Peace College, Raleigh, NC, 1992 – 1994

### **TECHNICAL SKILLS**

#### **Adobe Creative Suite**

- Illustrator
- Photoshop
- InDesign
- Acrobat DC Pro
- Bridge

#### **Microsoft**

- Windows 10
- MS Word
- Excel
- PowerPoint
- Outlook

#### **Google Suite**

- Google Docs
- Google Sheets
- Google Forms
- Gmail

#### **Workflow and Communication**

- SpiceWorks
- JIRA
- Slack

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## **VOLUNTEER EXPERIENCE**

### **CAMP WHOLEHEART 2005-PRESENT**

Arts & Crafts lead, Leadership team, and volunteer

- Collaborate with the camp director and clinic staff to set the annual theme, activities, guest speakers, and events for weekend medical camp for children and teens living with severe congenital heart defects.
- Research, test, budget, facilitate, and lead 30-60 campers and counselors in 3-5 art projects led in various age-defined sessions.
- Create original apparel, certificate, name tag, and award designs related to the annual theme.
- Coordinate with guest speakers and groups to participate in theme-specific activities for camper enrichment.
- Administer for online social media page.

### **TURTLE TRIBE CAMP ALUMNI GROUP 2015-PRESENT**

Founder, group facilitator

- Organize, promote, and facilitate meetings and events for alumni and parents of Camp WholeHeart.
- Secure speakers for informational and educational seminars
- Promote and coordinate quarterly activities for 60+ person online group.
- Manage social media page
- Develop group identity, logo, and line of promotional materials

### **HABITAT FOR HUMANITY OF DURHAM 2013-2017**

Bull Moon Ride and Run Committee volunteer

- Developed brand logo, web assets, apparel, and printed promotional and event materials for annual fundraiser.
- Participated in committee event planning
- Committee floater for Set-up, participation, and breakdown on day-of event
- Design, team management, set-up and breakdown of route decoration.

### **VOLUNTEER CENTER OF DURHAM**

Great Human Race Committee volunteer

- Promotional materials, brochures, event t-shirts and digital ads for annual fundraising event, The Great Human Race

### **PLEASANT GROVE UMC**

Communications committee volunteer

- Maintained and produced weekly artwork sliders for Pleasant Grove UMC website.
- Produced weekly announcement slide presentations.