

ASHLEY RENAE design

Ashley Renae Reynolds

EMAIL

ashley.renae.design@gmail.com

WEBSITE

ashleyrenaedesign.com

hello there!

I am a designer. But I am also an outdoor enthusiast, proficient mixologist, and lover of all dogs. I have a passion for learning and leading—I enjoy collaborating with people that celebrate creative thinking and are open to exploring new ideas.

involvement

Ugly Christmas Sweater Party benefiting Operation Breakthrough

2016 – 2023 | Steering Committee

Primarily serving as Creative Director, with additional duties including event coordinator, day-of logistics, and sponsorship outreach

American Advertising Federation of Kansas City (AAF-KC)

2017 – 2020 | Ad 2 KC Board Member

Serving in the following roles over my tenure: Immediate Past President, President, Social Director, Creative Director of Virtual Agency (Public Service), and Design Chair of Ad Wars

KC Corporate Challenge

2017 – 2019 | Company Coordinator for Barkley employees

KC Design Week

2016 – 2017 | Design Support on the Committee for KCDW 2016 and KCDW 2017

additional details can be found at
[linkedin.com/in/ashleykierreynolds](https://www.linkedin.com/in/ashleykierreynolds)

work experience

Freelance Graphic Designer at Ashley Renae Design

May 2015 – Present | Remote

Collaborating with various clients to create effective marketing solutions based on their company needs—including branding, packaging, direct mail, website design, emails, display ads, infographics & illustrations, photography, copywriting, and social media content & animations. Overseeing business operations including project timelines, billing, and client management.

Creative & Brand Manager at Faultless Brands

December 2020 – December 2023 | Kansas City, MO

Overseeing a team of designers, social media strategists, and a photographer to facilitate all print & digital marketing projects across our family consumer goods brands—including Lively, Trapp Fragrances, Fade, Faultless, Niagara, Magic, Bon Ami, Kleen King, and Faultless Professional (Commercial).

Senior Graphic Designer at Mittera

July 2019 – July 2020 | Kansas City, MO (Headquarters in Des Moines, IA)

Conceptualizing and implementing print and digital design solutions in a fast-paced environment from concept to completion for a variety of clients including Shell (Pennzoil, Rotella, Jiffy Lube, and Quaker State), higher education clients (Los Angeles Southwest College, St Mary's College, and Wilson College), grocery store chains (Hy-Vee and Schnucks), and others.

Designer (Payless Shoesource) at Barkley

July 2015 – February 2019 | Kansas City, MO

Leading creative development for Payless.com (website) and the Payless social media channels with a heavy focus on layout, photography, and branding. Directing product photoshoots (in-studio and on-location) and collaborating with designers, production team, and developers to ensure brand consistency across channels—email, site, social, and direct mail.

education

The University of Kansas

BFA in Design with a concentration
in Visual Communication

University of Kansas Honors Program

Certification of Entrepreneurship

Certification in Service Learning

Book Arts Certificate

additional skills

Illustration

Branding

Photography

Animation

Organization + Efficiency

Leadership

Project Management

Creative Problem Solving

programs

Adobe Creative Suite: Photoshop,
Illustrator, InDesign, Acrobat, Premiere

Microsoft Office + Teams

InVision Prototyping, Figma

Monday, Asana, Teamwork, Basecamp

achievements

Young Advertising Professional of the Year Nominee

2018 | Ad 2 KC Journey Awards

Ad 2 KC Member of the Year Nominee

2018 & 2019 | AAF-KC American Advertising Awards Show