

EXPERIENCE

Timmermann Group Agency

Senior Social Media Designer
August 2023 - Present, St. Louis, MO

- Lead the design of engaging social media graphics for both paid and organic content, collaborating closely with social strategists.
- Specialize in creating motion graphics and managing branding initiatives for Timmermann Group.
- Standardized branded PowerPoint presentations and developed efficient processes for inter-departmental task management.
- Educated other departments on design principles and client presentation techniques.

Brighton Agency

Art Director
August 2022 - June 2023

- Conceptualized and executed marketing campaigns for agricultural businesses, focusing on print, large format, and digital media to boost brand messaging.
- Managed monthly social media calendars, coordinating with a diverse team to visually represent major brands.
- Created custom logos and event themes tailored to specific client needs.
- Thrived in a fast-paced agency setting, maintaining high-quality standards under tight deadlines.
- Demonstrated effective communication skills, conveying visual concepts to teams and clients.
- Directed photoshoots and developed storyboards to create compelling visual narratives.

Drive Social Media

Senior Graphic Designer
February 2020 - August 2022

- Developed advertising campaigns for over 50 small to medium-sized businesses using static imagery and motion graphics (5-30 seconds).
- Established and implemented new brand standards across multiple companies.
- Designed and maintained company websites, ensuring up-to-date and engaging content.
- Excelled in meeting tight deadlines and formatting designs for diverse mediums.
- Promoted team collaboration and open communication.
- Trained new graphic designers and provided educational tutorials to enhance department skills.

KTVI FOX 2 / KPLR 11

Graphic Artist
July 2017 - February 2020

- Produced story and motion graphics for broadcasts, ensuring brand consistency across segments.

SIU Health Services

Graphic Designer
August 2015 - May 2017

- Designed web pages and medical forms for the website.



 www.aobdesign.net

 (618) 402-6882

 aobrien1127@gmail.com

PROFILE

I'm Ashley O'Brien, an experienced Art Director based in St. Louis. I've collaborated with diverse companies across the United States, drawing inspiration from various global facets to elevate brand potentials to their fullest.

SOFTWARE SKILLS

Adobe Photoshop CC
Adobe After Effects CC
Adobe Illustrator CC
Adobe InDesign CC
Adobe XD
Adobe Lightroom CC
Microsoft PowerPoint
CINEMA 4D
Facebook Creative Hub
Mail Chimp

EDUCATION

Southern Illinois University Carbondale

Bachelor of Fine Arts, Spring 2017
Specialization: Communication Design
Spring 2015 - Spring 2017

Awards

Hermes Creative Award Platinum Award

Priority STD Social Media Campaign

Platinum Award

Dana Brown Charitable Fund Social
Media Campaign

Gold Award

Boom Pilates Instagram

Communicator Award of Excellence

Award of Excellence

Priority STD Social Media Campaign