

ASHLEIGH BEVERLY

GRAPHIC
DESIGNER
DULUTH, GA



ASHLEIGH BEVERLY



813.857.6832



ABEVERLY.MYPORTFOLIO.COM



ABEVERLY2005@GMAIL.COM

AWARDS

NACIO AWARDS OF EXCELLENCE • 2018 Gwinnett County

- Superior & Best in Class - 2018 Multicultural Festival design
- Meritorious - 2018 Budget In Brief Publication

SOUTHEAST JOURNALISM CONFERENCE • 2011

2nd Place - Best Magazine Layout

PROFILE

I am in search of an opportunity to share my passion for visual design, further my knowledge and challenge my creativity. I have over 13 years of design experience. I am a self-starter and thrive in both individual and collaborative environments, while multitasking tight deadlines. I assist in implementing strategically sound solutions, stay aware of current design trends and have a clear understanding of software to produce high-end graphics. I have interpersonal communication skills and a desire to collaborate across teams. I'm accustomed to face-paced workplaces. As an artist, my job is to develop new relationships, engage conversation and INSPIRE.

SKILLS & PROGRAMS

Brand design / illustration / publication & layout design / CMS web design (Wordpress) / social media design / mobile & outdoor advertising / typography / detail-oriented / color use / time management / creative direction / presentation & pitch deck design / wayfinding signage / motion graphics

Programs/Software

Photoshop / Illustrator / Dreamweaver / InDesign / After Effects / Muse / Microsoft Office Suite / CMS / Figma / WordPress / Apple Keynote / Canva / Slack

EDUCATION

FLORIDA A&M UNIVERSITY • TALLAHASSEE, FL

APRIL 2011 • Bachelor of Science

Major: Graphic Design, Minor: Public Relations

WORK EXPERIENCE

PERKINS & WILL - ATLANTA, GA BE DESIGNER III

BRANDED ENVIRONMENTS TEAM | JAN. 2022 - JULY 2023

- Demonstrated knowledge of project complexity while adhering to firm and project goals and standards in design, execution, and living design.
- Exhibited understanding of branding concepts (including print graphics, environmental graphics, and wayfinding) and their integration in the built environment.
- Provided design support to team members and supports the growth of others.
- Executed design strategy, visual storytelling, and color plans.
- Influenced and manipulated design elements and applies principles of design such as form, scale, color, texture, pattern, balance, and proportion.
- Developed, prepared, and coordinated presentation deck materials and leads client presentations.
- Integrated 2-D graphics into renderings and photos to help stakeholders visualize project's architecture style, space and design.
- Created social media campaigns and templates for marketing team and implemented best practices for social media visual content

GWINNETT COUNTY GOVERNMENT - LAWRENCEVILLE, GA GRAPHIC DESIGNER

DIVISION OF COMMUNICATIONS | NOV. 2017 - AUG. 2021

- Conceptualized print & digital materials including logos, flyers, video & web graphics, social media graphics, infographics and wayfinding signs for internal & county-wide use.
- Designed presentations for departments and the annual State of the County address for Gwinnett's chairman of the Board of Commissioners.
- Executed new concepts for the Gwinnett County Fire and Police department vehicles; 17 total vehicle designs, including police cars, motorcycles, ambulances and fire engines.
- Managed and maintains brand standards including font, image, content and logo usage. Manages multiple tasks and deadlines



GWINNETT COUNTY GOVERNMENT (CONT'D)

- Collaborated with the Web, Video Production, and Public Relations teams to ensure proper execution and provide innovative solutions for requested graphics, executed branded collateral.
- Shot and edited photos for events, social media, archiving and publication use and communicating visual needs with contracted photographers tv green screen graphics.
- Served as lead designer to staff to problem-solve, review designs for errors and provide creative direction.

FLORIDA A&M UNIVERSITY - TALLHASSEE, FL SR. ART/PUBLICATION PRODUCTION SPECIALIST PRINT SHOP | DEC. 2013 – NOV. 2017

- Produced all university department stationery, including business cards, envelopes and letterheads.
- Developed creative concepts for marketing materials such as flyers, logos, brochures, banners, posters, and program booklets for events and workshops and prepare requests for print production & problem solving print solutions.

PROGRAM ASSISTANT/GRAPHIC DESIGNER OFFICE OF CONTINUING EDUCATION | JULY 2010 – NOV. 2017

- Created promotional items for campus courses, conferences, workshops and other campus-wide events such as flyers, logos, brochures, banners, posters, billboards and program booklets.
- Maintained department website via a content management system.

FREELANCE

THE DEZIGNER LLC JUNE 2009 – PRESENT OWNER/GRAPHIC DESIGNER

GRAPHIC DESIGNER

MLK DARE TO DREAM ASSOCIATION | DEC. 2012-2020

- Conceptualizes all branding/promotional materials for the Annual Martin Luther King Dare to Dream Festivals – print, digital and outdoor advertising, increasing city participation in the greater Tallahassee area.
- Created Thank You card/Save the Date for the 2nd Annual Martin Luther King Dare to Dream Festival for city officials.

FREELANCE (CONT'D)

GRAPHIC DESIGNER

STEELE COMMUNICATIONS | JUNE 2009-2016

- Designed brochures for Florida Citizens Corp and CERT (Community Emergency Response Team).
- Created Mother's in Crisis, Inc. brochure, annual and general promotional postcards, and newsletter templates, which were distributed to organization members and prospective members.
- Redesigned 28th Annual Run-Walk 2K9 brochure hosted by The Sickle Cell Foundation, Inc. held in Tallahassee, FL.
- Branded political campaign items – Jerrod Holton for Gadsden County Commissioner and Angela Grant Sapp for City Commissioner. Visuals increased candidate familiarity in communities and raised funding & event participation.

BRAND IDENTITY AND EVENT BRANDING

- ESPN/Disney – FAMU Disney on the Yard event graphics
- DSC Consulting and DSC Notary Public
- Brunch + Boardrooms
- Boxed by CB
- FAMU Grads Are Back annual alumni event
- Momentous Media Group
- Her Seeds Grow Grief Support Group
- The Hue Collective
- Impressions of Beauty
- The VLG Groupe
- Gift to Our People by 7th Ave.
- Thurgood Marshall College Fund

SOCIAL MEDIA GRAPHICS

- ESPN/Disney – FAMU Disney on the Yard event graphics
- Fashion Bomb Daily – Bomb Fashion Show
- FeMailer
- Impressions of Beauty
- FAMU Grads Are Back annual alumni event
- Her Seeds Grow Grief Support Group
- FAMU School of Journalism & Graphic Communication

