

ASHLEY WAREHAM | ART DIRECTOR

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PROFESSIONAL SUMMARY

MULTI-MEDIA DESIGN • FASHION • BRANDING

Visionary, trend-defining Senior Art Director offers years of experience collaborating cross-functionally to produce quality, engaging multi-media materials for high-profile fashion clients such as M•A•C Cosmetics, American Eagle, Clinique, Kiehl's, Coach, Elizabeth Arden, Design Within Reach and others. Builds brand equity by revitalizing messaging, modernizing aesthetics and designing new media strategies to maintain relevancy. Supports emerging marketing channels by acquiring technical knowledge in order to help drive process and make valuable contributions. Builds exceptionally capable teams by mentoring junior designers to combine creative vision with strong organizational skills. Possesses sharp, flexible mind-set with ability to adapt, source, and integrate new ideas quickly. Willing to relocate to Australia, New Zealand, or LA and travel 25%.

KEY COMPETENCIES & SKILLS

- Print, Digital, & Social Media • Creative Strategy • Typography • Web Design • Content Creation
- Photography Art Direction • Photography Editing • Visual Merchandising • Team Leadership
 - Training & Development • Mentoring • Technical Knowledge & Troubleshooting • Software Development
 - Adobe Creative Suite • Project Management • User Experience • Shopify • Klaviyo • Figma

PROFESSIONAL EXPERIENCE

DESIGN WITHIN REACH

12/24 – 5/25

Art Director, Digital & Print Hybrid NYC Contract: Conceived and executed creative design strategies in alignment with business and strategic objectives. Finalized designs for digital media including homepages, emails, and social media, ensuring quality is upheld and true to brand expression. Maintained strict time management and applied strong organizational skills in order to meet tight deadlines.

REVLON/ELIZABETH ARDEN, GLOBAL

10/23 – 10/24

Art Director, Digital & Print Hybrid NYC Contract: Conceived and executed creative designs and global toolkits for all markets. Finalized designs for digital media including homepages, emails, landing page, and social media, ensuring quality upheld and true to brand expression. Art directed on-figure and flat-lay photoshoots, and videos.

M•A•C COSMETICS, NA

02/23 – 09/23

Senior Art Director, Digital & Print Hybrid NYC Contract: Conceived and executed creative designs for visual merchandising, packaging, homepages & emails in conjunction with the global market.

LANE BRYANT INC.

05/22 – 02/23

Senior Art Director, Digital & Print Remote Contract: Conceived and executed creative designs for seasonal campaigns. Developed visual concepts for homepages, landing pages, emails, social media, direct mail and store collateral. Provided retouching notes for on-figure and flat-lay images.

AMERICAN EAGLE OUTFITTERS, AE77 PREMIUM DENIM

09/21 – 03/22

Associate Creative Director, Digital, Print & Photography Remote Contract: Conceived and executed creative design strategies in alignment with business and strategic objectives (in Shopify and Klaviyo). Finalized designs for digital media including homepages, emails, landing page, and social media, ensuring quality upheld and true to brand expression. Art directed on-figure and flat-lay photoshoots, as well as videos.

Enhanced website usability by implementing Shopify best practices as per industry standard

- Served as sole creative direction during and after launch of brand; including Brand Book & website
- Served as senior designer during migration of emails to Klaviyo from Shopify platform
- Managed time line for intensive endeavor above existing workload

Increased sales by boosting traffic on brand social media pages & increased KPIs

- Collaborated with copywriter to implement social media branded “moments”
- Coordinated with merchandising team to highlight best-selling products
- Designed social media posts in Photoshop, using seasonal photography

Implemented editorial content for social media, emails and landing pages

- Concepted and organize in-house and studio photo shoots
- Worked closely with production companies to facilitate photo shoots
- Provided retouching notes

ELF COSMETICS, NYC

07/21 – 09/21

Art Director, Photography Contract: Art directed photo shoots for package and editorial campaigns; including retouching notes and closely working with retouchers. Collaborated with the Art Direction creative team, digital and photo merchant partners, post-production team, and digital design team in delivering the high quality, engaging photography for digital and print collateral.

KIEHL'S, NYC

09/20 – 05/21

Senior Art Director, Digital & Print Contract: Collaborated with in-house teams to create luxury retail POS signage, print collateral, and/or digital marketing for websites, landing pages, and social media. Designed graphics for apparel such as t-shirts, hoodies, totes, and baseball caps.

FULL BEAUTY BRANDS, NYC

09/17 – 03/19

Senior Art Director, Digital Full-Time: Conceived and executed creative design strategies in alignment with business and strategic objectives. Finalized designs for digital media including homepages, emails, online magazine, and social media, ensuring quality upheld and true to brand expression. Provided collaborative, hands-on leadership for team of Jr Designers, leading by example with positive, energetic attitude while maintaining strict time management and applying strong organizational skills in order to meet tight deadlines.

Enhanced website usability by transitioning existing site to responsive design platform as per industry standard

- Served as design leader providing guidance to junior designers during migration of site to Salesforce/SFCC
- Implemented additional templates to cater to brand needs and deepen rich media presentation
- Managed timeline for intensive endeavor above existing workload

Elevated brand experience with editorial, “shopable” content through conception and design of online magazine

- Partnered with copywriter to determine and develop creative content
- Researched and designed presentation of online magazine

Increased sales by boosting traffic, users, and “likes” on brand social media pages

- Collaborated with copywriter to implement social media branded “moments”
- Photographed products and coordinated with Merchandising team to highlight best-selling products
- Designed social media posts in Photoshop, employing inspirational quotes or collage of products

GIGGLE, NYC

04/15 – 09/17

Senior Art Director, Digital, Print & Photography Full-Time: Developed strategic visual concepts for website, email, social media, and store collateral for well-known baby fashion brand.

Produced material for print, social media, and digital advertising, directing photoshoots from ideation to finalization

- Established shot count and worked with merchandising team develop mock catalog to guide print shoot
- Communicated cross-functionally regarding exact needs and scope of project, deliverables, and timelines
- Secured “behind-the-scene” footage for social media content

Increased customer acquisition and brand equity by enhancing social media footprint with creative editorial content

- Collaborated with copywriter to develop monthly calendar for social media posts
- Directed interns to gather appropriate content
- Designed innovative, paid social media in partnership with copywriter
- Implemented light-hearted “giggle” branded moment using iconic toy stationed at key places in NYC

Elevated brand visibility of well-known baby brand “RightStart” by redesigning website post-acquisition

- Created new logo, brand identity, and guidelines for strong, memorable visual impact
- Troubleshot technical issues with programmers to ensure functional end result

CLINIQUE, MACY’S, AÉROPOSTALE, NYC

11/12 – 11/15

Senior Art Director Contract: Created various print and digital materials, directed photoshoots, and finalized designs.

WALTON ISAACSON, NYC

04/12 – 10/12

Art Director Full-Time: Collaborated with content, digital, and visual teams across creative agency branded as “The Planet’s Most Interesting Agency”. Generated innovative designs for digital and print media for major national advertising campaigns. Applied high-level interpersonal and communication skills to manage and motivate team of designers, providing training and mentoring on all aspects of design.

MASHFASH, NYC

08/09 – 12/12

Art Director Full-Time: Designed custom HTML5 platform for responsive, mobile ecommerce sites.

Created and developed software for clothing designers to create ecommerce websites easily

- Orchestrated CEO, project manager, and programmers in back end development of software
- Supplied programmers with all wireframes such as landing pages, roll-over instances, and popup windows
- Beta-tested design and modified as needed for functionality

Reduced project costs by sourcing and building off-shore team of programmers

- Acquired knowledge of Best Practices in software coding
- Produced all landing pages, roll-over instances and popup windows to supply to programmers
- Conducted continuous improvement in software, researching competition to keep up with trends

Acquired customers by marketing software to clothing designers

- Researched designers appearing to be in need of more established, branded website
- Established working relationships with brands and presented product
- Trained teams to use software and provided ongoing support

FREDERICK’S OF HOLLYWOOD, LA

05/10 – 12/10

Senior Graphic Designer, Digital, Print & Photography Contract: Designed seasonal catalog and created in-house signage and hang tags. Art directed on-figure, flat-lay photoshoot and videos.

AVON, NYC

7/08 – 07/09

Graphic Designer, Contract: Designed seasonal catalog and art directed on-figure, flat-lay photoshoot and videos.

JWT ADVERTISING, NYC

10/00 – 03/08

Graphic Designer, Full-Time: Print designer working with Creative Directors on global campaigns including Rolex, Tanqueray & Merrill Lynch.

EDUCATION

PARSONS SCHOOL OF DESIGN, NYC AAS – Graphic Design

AMERICAN UNIVERSITY, DC Bachelor of Arts – Literature and Art History

AMERICAN UNIVERSITY OF PARIS/PARSONS, PARIS, FRANCE Study Abroad Program