



## ashley westrich

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ashleywestrich.com

### experience

#### ASHLEY WESTRICH

Freelance Designer // September 2011–Present // Brooklyn, NY

Design for clients including Bon Appétit Magazine, Literati Bookstore, goods for good, Starling on Bond/The Green Building, Echo Healthcare Consulting, Centric Health Resources + Hamilton Search Partners

#### CHARITY: WATER

Graphic Designer // September 2012–April 2013 // New York, NY

Design Intern // May 2012–August 2012 // New York, NY

Developed + designed organization's first brand style guide / Designed promotional pieces, donor communications, emails, web banners, event invitations, pitch presentations + more / Hand lettered + illustrated for videos, website + print pieces

#### ANTHROPOLOGIE

Visual Display Intern // June 2012–August 2012 // New York, NY

Created visual displays for SoHo + Fifth Avenue stores

#### BON APPÉTIT MAGAZINE

Design Intern // May 2011–August 2011 // New York, NY

Provided handwriting sample that was developed into font exclusive to magazine / Designed concepts for masthead, stationery, business card, spine art + recurring back-of-book article / Edited article layouts

#### OGILVY

Brand Strategist // December 2007–August 2010 // New York, NY

Associate Brand Strategist // March 2007–December 2007 // New York, NY

Honored with award recognizing exceptional contribution to agency / Wrote creative briefs + guided creative teams in global branding projects, including logos, packaging, creative concepts, messaging + brand books / Analyzed research to uncover consumer insights, develop brand platforms + optimize creative work / Conducted interviews + moderated focus groups / Completed competitive analyses + trends reports / Collaborated with clients to plan market research + develop qualitative + quantitative questionnaires / Led execution of research projects by managing outside vendors / Contributed to design + execution of brainstorm workshops / Contributed to strategy development for 15 new business pitches

Associate // August 2006–March 2007 // New York, NY

Hired as 1 of 13 out of 800+ applicants to complete year-long rotational Associates Program / Promoted 4 months early into permanent Strategic Planning department placement / Completed Account Management Training Program + won team competition to develop + present marketing campaign for Atlantis Paradise Island resort

#### TBWA \ CHIAT \ DAY

Brand Strategy Intern // June 2005–August 2005 // New York, NY

Selected by Chief Strategic Officer as only intern to attend 2005 AAAA Account Planning Conference / Completed + presented Absolut Vodka intern project, analyzing research on alcohol consumers + developing promotional ideas for brand

#### GEILE-LEON MARKETING COMMUNICATIONS

Intern // June 2004–September 2004 // Saint Louis, MO

Edited copy for advertisements + brochures / Completed background research for advertising campaigns + press releases

#### ART SAINT LOUIS

Intern + Gallery Assistant // June 2003–September 2003 // Saint Louis, MO

Designed information packet + application for prospective interns / Installed exhibits / Served as artist contact + coordinator for Artist Demonstration Stage of nationally renowned Saint Louis Art Fair / Contributed to implementation of marketing + development plans

### education

#### PRATT INSTITUTE

M.S. Communications Design // 2010–2012 // New York, NY

Graduated with Distinction / Completed coursework: Visual Communications I + II, Typography I + II, Digital Design, Interactive Design, Exhibition Design, Electronic Pre-Press, Visual Perception, Design Management, History of Communications Design, Concepts of Design, Communications Seminar, Thesis I + II

#### NORTHWESTERN UNIVERSITY

B.A. Art History + Psychology // 2002–2006 // Evanston, IL

Graduated Cum Laude / Golden Key Honor Society / Dean's List

### skills

Proficient in Illustrator + Photoshop + InDesign + Microsoft Office + iWork  
Working knowledge of Dreamweaver + Fireworks  
Hand Lettering + Illustration