



Ashley Carey

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Summary

Experienced creative leader with a customer-centric and data-driven approach to design. Extensive expertise in elevating and developing email design strategies, website design, and branding. Detail-oriented designer with an analytical mind-set and experience designing across marketing channels. Proactive and organized self-starter, adept at finding efficiencies. Enjoys mentoring and fostering growth to create a collaborative team environment.

Education

University of Northern Iowa
BA: Graphic Design & Marketing
Graduated Cum Laude

Skills

Email Design & HTML
Website Design
UI and UX Design
Brand Identity
Iconography
Illustration

Experience

ASSOCIATE CREATIVE DIRECTOR

TaxAct | 2020 – Present

Elevated and expanded brand design strategy and quality of creative assets across all marketing channels (print, digital, web, corporate, etc.) while partnering with cross-functional teams throughout the organization. Managed and mentored one direct report, utilizing strategic insights and analytics to develop design solutions that enhance KPIs. Implemented efficiencies and frameworks to streamline processes and enable the team to produce and track a high volume of work..

- Championed an evolution of our brand to modernize and improve brand recognition, appeal, and recall. Created a custom icon library of over 70 icons in new style. Presented strategic direction for brand updates to leadership for approval and communicated the updates in company town hall. This contributed to an increase in brand consideration from 11% to 32% YOY, an increase in unaided brand awareness from 23% to 25% YOY, and an increase in advertising awareness from 11% to 18% YOY.
- Concepted and created radical new homepage designs for testing that substantially increased start rate by 10.6% on mobile and 4.5% on desktop.
- Developed a comprehensive modular email design system to include best practices for deliverability, performance, and accessibility. The flexibility and efficiencies of this system allowed the team to create over 500 tailored email versions and 16 automated customer journeys — and resulted in significant improvement in our under-performing Retention and Win-Back segments, achieving a remarkable +9% growth after 7+ years of decline.
- Increased email performance by leading creative testing initiatives, as well as introduced MIRO boards for cross-functional teams to visualize email customer journeys and track performance which led to a +75% revenue increase YoY.

LEAD UX AND VISUAL DESIGNER

GoDaddy | 2017 – 2020

Led the conceptualization of creative concepts, implemented brand and marketing strategies, and developed interactive design solutions for merchandising GoDaddy products through a wide variety of advertising content, website and email campaigns that spanned audiences, platforms and countries.

- Design ownership of over 30 pages of the GoDaddy website — continuously iterating and testing to improve performance.
- Designed and coded over 40 email campaigns to align with the evolving brand identity, ensuring consistency and enhancing engagement throughout the brand evolution process.
- Continually reviewed campaign results, analyzed data, and explored customer insights to develop opportunities to enhance and improve the customer experience and increase revenue.
- Collaborated with stakeholders to ensure deliverables support shared goals when determining the overall design strategy.

EXPERIENCE CONTINUED ON NEXT PAGE...



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Software

Adobe Creative Suite

Figma

Miro

Workfront

JIRA

Microsoft Office

Experience Continued

SENIOR GRAPHIC DESIGNER

Transamerica | 2012 – 2016

Managed and executed the concept, design, production and evaluation of customer-focused solutions such as emails, newsletters, presentations, landing pages, event collateral, promotional items, signage, infographics, social posts, brochures, and ads – for both B2B and B2C audiences in the Life Insurance industry.

- Provided comprehensive digital support by creating emails, e-newsletter templates, website and landing page design, and presentation design.
- Designed social media content to support a social media strategy that clearly communicated a strong message, met and upheld a consistent and cohesive brand identity, raised brand awareness and expanded market penetration.
- Used creativity, resourcefulness, critical thinking, collaboration and sound judgment to push past problems and find well-thought-out solutions that met clients' needs while maintaining brand standards.
- Built and maintained working relationships with a variety of service providers in order to determine and coordinate the most cost-effective production solutions.
- Drove continuous process improvement to discover efficiencies, as well as improve design capabilities by staying current with emerging trends in the industry and possessing a forward-thinking attitude.

GRAPHIC DESIGNER

RuffaloCODY | 2011 – 2012

Collaborated with a team of writers and designers to create college admissions materials such as e-mails, landing pages, letters, postcards, and self-mailers.

- Created cohesive campaigns that honor the integrity of the client's established brand while also providing new creative solutions.
- Coded email designs in HTML using email deliverability best practices.
- Communicated with project management staff, print vendors, and clients to implement requests and meet all project deadlines.
- Coordinated multiple projects and effectively manage time and workload while consistently creating quality work.

GRAPHIC DESIGNER

Peninsula Gaming LLC | 2010 – 2011

Conceptualized and created polished final design layouts for projects such as display, point-of-sale, and direct-mail advertising for the casino industry.

- Conceived tiered creative campaigns, created new brands for both new and existing properties, and introduced social networking into our marketing plan.
- Met with clients as needed to develop design concepts, gather information, discuss solutions, gain approval and review publications.
- Produced high-quality work within tight deadline parameters.
- Prepared files accurately for release to printers and publications.