

ASHLEY PICKERING

CREATIVE DESIGNER

PORTFOLIO

www.mellographics.com

MOBILE

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I love to create eye-catching work for use across digital and print media.

For the past nine years I have enjoyed leading and working within teams to create innovative, vibrant concepts and designs across different disciplines. This work has led me to tackle projects for clients of all sizes around the world.

I following my other passions of snowboarding, live music and adventure to give me inspiration in my work.

EXPERIENCE

CREATIVE DESIGNER

MelloGraphics
Freelance, Global

October '10 - Current
(includes ongoing contracts)

Freelancing gives me the opportunity to work with agencies and clients around the world. I keep myself organised through all parts of a projects time-line, while maintaining a high standard of work and creativity.

- Worked on various projects for international clients.
- Honed keen organisational skills, managing my own time and projects.
- Provided creative solutions using a range of techniques from print to animation.
- Worked in-house with agencies providing team support on projects.

CREATIVE DESIGNER

Karian and Box
York, UK

August '13 - September '15

Karian and Box is an internal communications agency that provides clients research, strategy and campaign support. I worked alongside the team, offering creative and engaging solutions to large corporate clients. During my time here the company doubled in size and turnover by offering new products and services ahead of competitors.

- Lead designer on two of the largest Internal Communications projects for Aviva and The Co-operative Group.
- Negotiated strict corporate guidelines to produce visually engaging products.
- Gained experience working with global blue chip clients, such as Rio Tinto and HSBC, across various industries.
- Helped Karian and Box grow by providing new ideas and solutions.

PRINT MANAGER

The UPS Store
Whistler, CAN

March '11 - May '13

The UPS Store taught me to work in a fast paced environment. A high level of organisation was needed to multi-task jobs that vary in size and urgency. Working with the operations manager I helped create new products, increase efficiency of in-house printers and materials and gain repeat business from larger clients in the local area.

- Managed in-house design and printing, and organised contracting of larger jobs.
- Worked closely with the operations manger to gain new business.

GRAPHIC DESIGNER

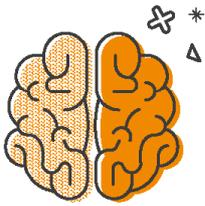
Power Health Ltd
Pocklington, UK

September '07 - October '10

As an inhouse designer for Power Health Products I worked closely with the marketing team to create new products and materials. I refreshed their designs giving them a modern brand and eye-catching packaging. I also organised a new print solution helping them to streamline label production and save money.

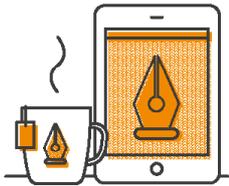
- Worked within the marketing team to develop new products and campaigns.
- Managed client relationships to create 'Own Label' products and materials.

PROFESSIONAL SKILLS



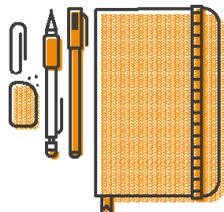
CREATIVE DESIGN

Every successful project starts with a strong concept. I work with the client to develop ideas, and using creative thinking and strong design skills, turn them into unique projects that will engage the audience.



BRANDING

A visual appearance says a lot, and is the first impression on an audience. Rolling out a unique brand across print and digital mediums, is important for the business and campaigns.

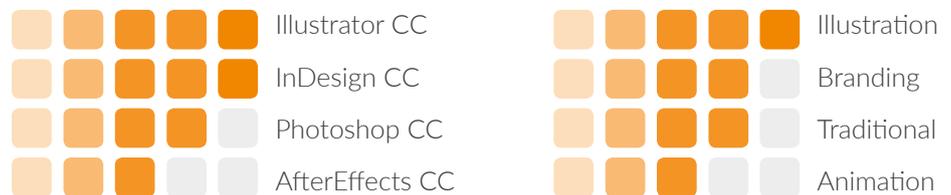


ILLUSTRATION

Illustration is a great way to present information in an easy to digest way. I use it to enhance the user experience, creating custom icons and imagery to match the content and the brand.

APP KNOWLEDGE

I stay up-to-date with new Adobe releases and design trends to keep concepts and artwork fresh and creative.



REFERENCES

Please feel free to contact my references to learn more about the quality of my work.

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