

# Ashley A. Sedgwick

## CREATIVE MANAGEMENT

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### EXPERIENCE:

APRIL, 2022 - NOV, 2023

#### DESIGN DIRECTOR | OVATION EVENTS

Work with clients on look and feel for all design related event deliverables. Design and build graphics for event production that may include immersive on-site or hybrid experiences for general sessions, breakout rooms, pre-function areas and brand activations. Interpret client design guidelines and make design suggestions and decisions on how to best apply to various production by creation of storyboards and preparing files as clean construction assets. Build and manage a media grid of all design assets, design keynote presentations and share with producers and clients for status updates and production requirements.

AUG, 2020 - APRIL, 2022

#### CREATIVE DESIGN DIRECTOR + MARKETING MANAGER | MPI

Defined creative vision for MPI & Payactiv MKE. Manager role in designing advertising campaigns, and marketing messages. Supported president of the company. Overseeing all print & digital/web design production. Ensure that the visuals, messaging, and interactive elements of a project are properly aligned with the creative vision and MPI / Payactiv MKE brand standards. Establishes budgets and timelines. Led Payactiv MKE's trade show and environmental design direction, branding and marketing collateral.

APRIL, 2014 - AUG, 2020

#### GRAPHIC DESIGN MANAGER | KEHOE DESIGNS

Led graphic and digital design team as well as production artists. Events focused on are; weddings, corporate organizations, galas, trade shows, mitzvahs, non profits, charity organizations, health and wellness, and more. Job tasks include; graphic design, large scale prints, knowledge of ink and laser Roland printers, routing files, knowledge of vinyl cuts, preparation & production on the floor, scheduling and assisting general manager.

FEB, 2012 - SEPT, 2014

#### ART DIRECTOR | CUSTOM PERSONALIZATION SOLUTIONS + PERSONALIZED PLANET

Worked on designs, illustrations, catalog, and creative product design concepts for new Personalization Ecommerce Industry, Personalized Planet. CPS clients included PBS Broadcasting & Home Goods.

JAN, 2011 - SEPT, 2012

#### ART DIRECTOR + MARKETING MANAGER | RPM ADVERTISING

Analyzing engagement data, identifying trends in customer interactions and planning digital campaigns for several corporate companies and clients. Designed Vee Quiva Casino's brand and marketing / promotional advertisements. Assisted Creative Director with graphic design support in print and digital collateral.

SEPT, 2006 - AUG, 2009

#### ART DIRECTOR | WHICH CAME FIRST? A GRAPHIC DESIGN FIRM

Lead Graphic designer, illustrator, logo design, branding identity, marketing & package design and website development. WCF is Chicago - based full service design, writing and research consultancy, experienced in helping companies bring their brands to market and to transition to new markets.



A design professional with an obsession with **branding, strategy + storytelling.**



### EDUCATION:

#### COLUMBIA COLLEGE CHICAGO

Bachelor of Fine Arts  
Illustration | Art and Design  
2002 - 2006

#### CHICAGO PORTFOLIO SCHOOL

Advertising Art Direction  
2006 - 2008

#### OAKTON COLLEGE

Art Therapy  
2010 - 2012



### AWARDS:

#### HUBSPOT CERTIFIED:

Marketing Hub  
Hubspot Academy  
2022-2023

#### TELLY AWARDS WINNER:

Graphic Design Lead  
IMMUTA Opening Video

#### NATIONAL POSTER CONTEST WINNER:

Hamilton Wood Type Museum  
Letterpress Poster