



# ASHLEY VARGAS

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## Graphic Designer

Highly motivated designer who has experience in marketing. I bring ideas to life through editorial layouts, poster design and digital media marketing all while keeping brand identity and values front of mind. Making sure each piece is completed from start to finish. My organizational skills and passion for impactful design allow me to confidently tackle any challenge.

## Experience

**Sacred Heart University, Fairfield, CT**

**October 2020-Present**

**Assistant Director of Graphic Design, February 2022-Present**

- › Supervise the visual communication's graphic design intern each semester, fostering their skill development and understanding of the University's brand
- › Design and manage the production of print, digital, and other communications within allocated budgets and timelines
- › Collaborate with our in-house and external vendors to bring design pieces into production and ensure files are prepared for print or digital creative
- › Manage all technical aspects of the printing process, from paper selection and paperweights to final finishing
- › Partner with copywriters, strategists, and other team members to turn concepts into reality
- › Maintain within brand guides to ensure consistency and cohesiveness across all marketing materials, strengthening brand visibility
- › Collaborate with my team to offer design support and resources, ensuring the successful delivery of projects across departments

**Graphic Design Coordinator, October 2020-February 2022**

- › Created and managed the production of visual assets across multiple channels, including web, email, social, and print
- › Designed and updated recurring communication templates yearly to maintain current information
- › Met regularly with clients and project managers to assess design needs, produce materials, and provide feedback and suggestions
- › Maintained an archive of digital creative materials, ensuring uniformity and brand consistency across all university marketing and communications

## Achievements

**Educational Advertising Awards Bronze Award 2022: SHU Performing Arts Brochure**

A national competition recognizing the best in educational marketing and advertising, aiming to celebrate excellence and showcase innovative and effective campaigns and materials

## Education

**Master of Arts in Strategic Communication & Public Relations**

**Bachelor of Arts in Art & Design**

Sacred Heart University, Fairfield, Connecticut

## Skills

Adobe Creative Suite, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe AfterEffects, Adobe Acrobat, Microsoft Suite, Microsoft Word, Microsoft PowerPoint, Microsoft Excel, Microsoft Teams, Asana, Basecamp, Slack, Wix, Windows, Mac