

# Ashley Ainslie, Sr. Graphic Designer.

Welcome to my resume. If you're interested in having me join your team, or if you have questions, please contact me via the links below.

---

**e.** [design@ashleyainslie.com](mailto:design@ashleyainslie.com)

**li.** [ashleyainslie](#)

**fb.** [ainsliea](#)

**th.** [@ainsliea](#)

**ig.** [ainsliea](#)

# Work.

**e.** [design@ashleyainslie.com](mailto:design@ashleyainslie.com)  
**li.** [ashleyainslie](#)  
**fb.** [ainsliea](#)  
**th.** [@ainsliea](#)  
**ig.** [ainsliea](#)

My name is Ashley, and I am seeking a management position where I can thrive as a working designer, project manager, and team leader. With a strong foundation in design, I am eager to elevate my experience into a more impactful role—one that allows me to mentor others, foster a collaborative creative culture, and drive innovation across projects. I am passionate about blending hands-on design work with strategic leadership to guide a team toward meaningful, forward-thinking brand experiences.

## Experience

### Sr. Graphic Artist / Brand Lead

#### *Staples Promotional Products. 2023–Present (2.5 years)*

- Align company branding, objectives and goals within the framework and design of digital and print deliverables.
- Collaborate cross-departmentally to build and maintain an effective creative strategy through multiple platforms.
- Manage design layout, photo direction, and production of print catalogues, e-mails, flyers, and provide guidance on company's website design.
- Direct photography sessions on-site and remotely, for product and lifestyle imagery used across websites, marketing campaigns, catalogues, and direct-mail pieces.

### Graphic Artist

#### *Staples Promotional Products. 2017–2023 (5.5 years)*

- Create effective B2B and B2C presentations of custom design collections for a vast client base.
- Collaborate with Marketing to produce ecomm, social media, product design, web design, digital & print solutions.
- Implemented time and project management solutions in an effort to produce individual and team efficiencies.
- Interim Graphic Artist Lead when required.

### Sr. Graphic Designer / Creative Team Lead

#### *snapd Inc. 2005–2017 (12 years)*

- Art Director for inter-company agency, snapd Design, where I was designing, meeting/collaborating with clients, and delegating/managing workloads.
- Responsible for the monthly creation and management of multiple global community publications.
- Daily communication with over 100 different clients each month.
- Generating ideas and developing effective advertisements in a very strict, deadline-driven environment.

## Clients

Coca-Cola Canada  
Audi  
Labatt  
McDonald's  
Royal Bank of Canada  
Preszler Injury Lawyers  
TD Bank  
Air Canada  
Rogers  
Scotiabank  
Michelin

## Proficiency

Photoshop *Expert*  
Illustrator *Expert*  
InDesign *Expert*  
MS Office *Advanced*

## Skills

Identity Design & Branding  
Digital & Social Media  
Art Direction  
Production  
Layout & Design  
Leadership  
Communication  
Organization  
Time Management  
Information Technology

## Awards

**Innovation and Creative Excellence – SPP Canada**  
*February 2023*

**Creative Excellence – SPP Canada**  
*February 2020*

**Fast & Flexible – SPP Canada**  
*February 2019*

# Work (cont'd).

e. design@ashleyainslie.com  
li. ashleyainslie  
fb. ainsliea  
th. @ainsliea  
ig. ainsliea

## Freelance Designer

*Ashley Ainslie. 2006–Present (19 years)*

- Design creative website solutions for a variety of small to large scale companies.
- Ideation to completion of branding and identity packages.
- Print, editorial, digital, and social media.

## Education

### Computer Systems Networking Technology

*Canadore College. 2003–2005 (2 years)*

- Completed a fast-tracked computer networking and hardware program
- Graduated top of class, and CCNA certified from 2005 to 2008.

## References

Available upon request.

## Clients

Coca-Cola Canada  
Audi  
Labatt  
McDonald's  
Royal Bank of Canada  
Preszler Injury Lawyers  
TD Bank  
Air Canada  
Rogers  
Scotiabank  
Michelin

## Proficiency

Photoshop *Expert*  
Illustrator *Expert*  
InDesign *Expert*  
MS Office *Advanced*

## Skills

Identity Design & Branding  
Digital & Social Media  
Art Direction  
Production  
Layout & Design  
Leadership  
Communication  
Organization  
Time Management  
Information Technology

## Awards

**Innovation and Creative  
Excellence – SPP Canada**  
*February 2023*

**Creative Excellence –  
SPP Canada**  
*February 2020*

**Fast & Flexible – SPP Canada**  
*February 2019*