

ASHLEYPIEREN.COM

Ashley Pieren

My experience spans a variety of projects including print design, branding, identity, retail experiences, art direction of photoshoots and national campaigns. I have strong collaboration skills, I am well practiced at clear & concise communication, and I know how to tailor my process to suit the needs of any client regardless of size, industry or persona. I have mentored and managed junior designer staff at different capacities over the last few years, which feeds into my passion for team-driven problem solving.

EDUCATION:

OREGON STATE UNIVERSITY JUNE 2009
Bachelor of Fine Arts in Graphic Design
Graduated with distinction certificate

RECOGNITION

How Promotion & Marketing Design Awards
Sept 2017, Merit in Self-Promotions

Best in Show Award
April 2017, WeMake "Pin That Shit" Event: Design Week Portland

Print Magazine
Jan 2017, Far West Regional Design Awards

HOW International Design Annual
April 2015, Merit in Annual Report/Brochures

PAF Rosey Award,
April 2013, Merit in Packaging

VRN Fall Outlet Awards,
*2011, Outlet Retail Award:
Best Visual Presentation*

DTC Maxim Award
*June 2011, DTC Nike Factory Stores:
Visual Presentation Team*

DESIGNER & ART DIRECTOR INDEPENDENT FREELANCE

OCTOBER 2017 - PRESENT

SENIOR DESIGNER FIGURE 8 CREATIVE

PORTLAND, OR
OCTOBER 2014 - OCTOBER 2017

Lead and collaborated with the design team and industry professionals to devise breakthrough design solutions. Created and executed considered designs tailored to the needs of the client and the project at hand. Partnered with national clients to provide inventive, ideation-focused creative work, from engaging retail environmental graphics to pitch-perfect packaging, print collateral, and advertising. Presented strategic and creative solutions to clients that effectively met objectives. Directly managed and provided mentorship, advisement to junior design staff. Managed design team resources, tracked team workloads and individual capacities, and forecasted studio resources for future needs.

Hired as Designer II; promoted to Senior Designer March 2016.

CLIENTS: Cartoon Network, adidas, Meyer Natural Foods, Tempur-Pedic, Stearns & Foster, Arhaus, State of Oregon, ALS Association, World Kitchen (Corelle, Pyrex), NBC Universal Inc

SENIOR DESIGNER HUB COLLECTIVE

PORTLAND, OR
JAN 2012 - OCTOBER 2014

Led a tight-knit team of designers on projects ranging from branding for local print shop Mollet Printing, to national and international campaigns for major corporations KEEN, Starbucks and Nike. Responsible for concept and design of environmental graphics, retail packaging, product manuals and immersive, experience-driven creative for events. Seasoned in effective communication of intent and meaning of visual concepts to team members and clients alike. Provided guidance, support and direction to junior designers.

Hired as Graphic Designer; promoted to Senior Designer June 2013.

CLIENTS: Nike (Basketball, Brand, Digital Sport, Emerging Markets, Golf, NA DTC, Running, SPARQ, Young Athletes) Starbucks, Linfield College, Columbia Sportswear, KEEN, International Museum of Women, Children's Cancer Association

GRAPHIC DESIGNER NIKE, INC

BEAVERTON, OR
JULY 2010 - DECEMBER 2011

As a member of the Direct to Consumer Marketing team, designed and conceived retail initiatives, marketing campaigns, strategies, and materials for North America Nike Factory Store's entire fleet of stores. Produced innovative prototypes and concepts that effectively communicate Nike's brand and story for in-store 3-D environmental applications. Collaborated on development and creation of design solutions reflecting Nike's design ethos and with a focus on enhancing the consumer experience. Managed direction and collaborated with Product Presentation team, Marketing Specialists, and various external partnerships.