

ASHLEY BELLA

Graphic Designer

15
YEARS
EXPERIENCE

20
CLIENTS &
COUNTING

40
PLUS
BRANDS



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Senior Designer with 15+ years of experience specializing in packaging design, branding, and visual communication. Creates strategic, consumer-focused design solutions that enhance shelf presence, strengthen brand identity, and support business growth.

Key Skills

- Packaging Design
- Multi Page & Layout
- Data Visualization
- Branding
- Dieline & Pre-Press
- Presentation Design
- Production Design
- Problem-Solving
- Time Management
- Adobe Creative Suite
- Canva, Powerpoint
- Web Design & UI
- Color Theory
- Typography
- Social Media Design
- Strategy & Leadership

Professional Experience

SENIOR GRAPHIC DESIGNER

2024-Present | Resultant

- Designed high-impact presentations, pitch decks, RFPs, whitepapers, infographics, and sales collateral that helped secure new business and support client growth.
- Served as the in-house designer for a 400+ person consultancy, creating print, digital, social, and campaign assets while expanding the brand into the private sector.
- Created the end-to-end Rezzy Awards brand experience—including identity, packaging, presentations, and event collateral—boosting meeting attendance by 20% and increasing employee engagement and morale.

FREELANCE GRAPHIC DESIGNER

2020-Present | Bloomberg, Blvckops, Hustle Clean

- Developed 100+ page branded workbooks for executive coaching programs.
- Engineered custom brand identities and visual assets for high-profile clients, including NFL athletes transitioning into entrepreneurship.
- Contributed to marketing projects across print and digital platforms.
- Designed retail-ready packaging concepts for a national fitness brand, securing shelf placement in Target and other major retailers.
- Crafted presentation pitch decks to secure new clients and showcase work.
- Created custom illustrations to explain complex workplace dynamics.

LEAD DESIGNER

2017-2020 | Pure Romance

- Designed innovative packaging for bath, beauty, intimacy, and wellness products, guiding projects from ideation through conceiving, prototyping, and product launch.
- Created and managed various print and digital assets for both B2B and public-facing brands.
- Art directed product photoshoots, ensuring high-quality visual content for our website/catalog.
- Supervised press checks to maintain print accuracy and quality for US and Intl. Catalogs.
- Mentored and led junior designers, streamlining team workflows and elevating visual standards across B2B and consumer collateral.
- Designed Apparel and various merchandise items for our consultants.
- Designed Convention graphics and presentations.

DESIGN SPECIALIST

2015-2017 | Directions Research

- Led the design and execution of client projects, including data interpretation for the creation of custom infographics, presentations, and dashboard interfaces with a focus on user experience.

- Developed custom solutions that effectively communicated value propositions, contributing to successful client engagements and wins.

● **PACKAGING DESIGNER**

2013–2015 | United Pet Group

- Partnered with brand managers to manage packaging design for a portfolio of consumer pet brands, developing new SKUs and ensuring FDA-compliant packaging updates.
- Created retail packaging that retained placement at Walmart and Dollar General, preserving approximately \$20M in shelf space.
- Produced production-ready artwork, managed complex dielines, and collaborated with international printers through proofing and final production.

● **GRAPHIC DESIGNER**

2011–2013 | Kappa Kappa Gamma

- Designed and produced print collateral, recruitment campaigns, event invitations, and marketing materials supporting a nationwide sorority and its collegiate chapters.
- Managed in-house print production from file preparation through finishing, including operating print equipment, quality assurance, trimming, folding, and assembling printed materials to ensure production accuracy for runs of 500–10,000 pieces.
- Collaborated with internal stakeholders to develop creative concepts, photography, and visual communications that strengthened recruitment initiatives, nonprofit outreach, and organizational branding.

Education

COLUMBUS COLLEGE OF ART & DESIGN

Bachelor of Fine Arts, Advertising & Graphic Design

Awards

- Pure Romance Employee Excellence Award (2019)
- Textile Design Winner, United Pet Group (2013)