

# ASHLEY BELLA

## Graphic Designer

13  
YEARS  
EXPERIENCE

20  
CLIENTS &  
COUNTING

40  
PLUS  
BRANDS



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Remote, Anytime, Anywhere

With 13 years of experience in graphic design, I specialize in packaging, infographics, and layout design. My strong creative and analytical skills help me deliver detailed and effective solutions with minimal oversight. I bring a friendly, "Midwest Nice" attitude to my work, always aiming to be both professional and approachable.

### Key Skills

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

### Professional Experience

- **FREELANCE GRAPHIC DESIGNER** 2020 - Present | Bloombase, Blvckops, Hustle Clean
  - Developed 100+ page branded workbooks for executive coaching programs.
  - Created logos and branding packages for NFL athletes transitioning to business careers.
  - Contributed to marketing projects across print and digital platforms.
  - Designed packaging concepts for a fitness brand featured in Target.
  - 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, Inc.
  - Designed innovative packaging for bath, beauty, intimacy, and wellness products, guiding projects from ideation through concepting, prototyping, and product launch.
  - Created and managed various print and digital assets for both B2B and public-facing brand.
  - 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.
  - Trained/mentored junior designers, fostering skill development and growth within the team.
  - Progressed from Jr. Designer to Lead Designer over a 3-year period, demonstrating significant growth.
  - Designed Apparel and various merchandise item 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.

### 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)