

ASHLEY COLLINS



VISUAL DESIGNER

CONTACT



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EDUCATION

B.A. IN GRAPHIC DESIGN

B.J. IN ADVERTISING AND PUBLIC RELATIONS

University of Nebraska-Lincoln
2015 — Present

SKILLS

Illustrator

InDesign

Photoshop

After Effects

Dreamweaver

HTML

CSS

Microsoft Office

ACTIVITIES

UNL Cru Creative Media Team Member

UNL Cru Bible Study Leader

WORK EXPERIENCE

DESIGNER

Jacht Agency | Lincoln, NE | January 2019 — Present

Jacht Agency is a full-service advertising agency run by students at the University of Nebraska-Lincoln. As a designer at Jacht Agency, I worked with various local clients to assist with their visual branding needs. I work with both a team dedicated to helping specific clients, and a team of designers to brainstorm design solutions.

GRAPHIC DESIGN INTERN

Rural Radio Network | Lincoln, NE | May 2019 — Present

As a graphic design intern at Rural Radio Network, I created a variety of graphic assets for the company. These include digital advertisements for a variety of clients posted on the KRVN website, digital sliders promoting KRVN broadcasts of high school sports teams, and social media graphics. I also created graphics to supplement the video broadcast segment, "Trading Bits and Bytes," including a segment logo and charts displaying agricultural stock market information.

DESIGNER

Kana Systems | Lincoln, NE | March 2019 — Present

My main task as a designer at Kana Systems was assisting in creating a visual brand identity for the company. I helped create a logo and wordmark, established colors and fonts, designed a team shirt, and created a brand guide represented Kana Systems as a company. I also created visual materials to assist in the company applying for federal grants.

VISUAL DESIGNER

LocalAnyDay | Lincoln, NE | April 2018 — Present

As a visual designer at LocalAnyDay, I worked on a wide variety of projects. Larger projects include designing business cards for the CEO, Director of Operations, and sales team, creating cover graphic images for the LocalAnyDay app that change based on location, designing screenshots to assist with ASO, and creating mockups with the branding of towns in Nebraska and Missouri to be used as a marketing tool in partnering with these towns for the app. I also created supplementary graphics for social media promotions and sales materials, all while working within LocalAnyDay's established branding.