

Kelsey Aschenbeck

EDUCATION

University of Washington

2017-2019 | Seattle, WA
Master of Design Candidate

Texas A&M University

2008-2012 | College Station, TX
Bachelor of Environmental Design

MakerSquare

June-August 2014 | Austin, TX
Front-End Development Course

PROGRAMS

Adobe

Illustrator, Photoshop, InDesign, After Effects, Dreamweaver, Premiere

Other

AutoCAD, SketchUp, InVision, Hubspot

CONTACT

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Portfolio

www.kelseyaschenbeck.com

WORK EXPERIENCE

Schaaf-PartnerCentric

November 2014-February 2017 | Austin, TX

Graphic Designer

Branding

- Re-branded internal and client-facing documents with updated color scheme, type-face choices, etc. Created a consistent style with which to create content (icons, imagery, etc.)
- Created sub-branding for different service plans SPC provided.

Web Design

- Designed in-house marketing and client newsletters.
- Planned a user-experience approach to SPC's website.

Presentation/Information Design

- Created sales and annual review decks for a variety of the services that SPC provided to clients.
- Visually relayed complex data and conclusions to SPC's audience.
- Designed downloadables that grew the mailing list and established SPC as the go-to for affiliate marketing information.

How Do You Roll?

February 2014-November 2014 | Austin, TX

Creative Marketing Associate

Social Media

- Responsible for the creative direction and design of all social media content for the HDYR? brand.
- Created multiple social media campaigns, including those for International Sushi Day.
- Received and answered customer feedback in all forms and across all platforms.

Corporate/Print Design

- Designed corporate sales materials such as franchise brochures, promotional banners, coupons, and sales presentations.
- Photographed HDYR?'s food for both online and offline campaigns.

Thinkery Children's Museum

September 2013-December 2013 | Austin, TX

Design Intern

Signage

- Designed select exhibit signage along with any other large-scale print items that were created before the museum's re-opening.

Print and Digital Campaigns

- Assisted in the design of invitations, place cards, and other collateral needed for the Thinkery's annual Imaginarium gala.