Ashley Sedgwick

Art Direction & Graphic Design

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Award-winning design professional with 15+ years leading creative teams and delivering impactful branding and marketing solutions.

Expert at transforming ideas into visually compelling designs while guiding cross-functional teams to achieve strategic goals.

CORE COMPETENCIES:

- *Art Direction & Creative Leadership*
- *Brand Identity & Visual Storytelling*
- *Graphic & Digital Design (Adobe CC, Figma)*
- *Marketing Campaign Design & Strategy*
- *Print & Digital Production Oversight*
- *Team Mentorship & Collaboration*

EXPERIENCE

NOV 2023 - PRESENT
Sr. Graphic Design & Art Director | Catalyst Exhibits

- *Collaborate with VP of Design and VP of Sales.*
- *Align branding and marketing strategies.*
- *Communicate with clients to understand objectives, present design concepts, and integrate feedback.*
- *Lead design projects from conception to completion and ensuring client expectations are met.*
- *Develop concepts in branding, environmental design, production, graphic and digital design, project management, and NBD strategy.*
- *Provide creative direction and mentorship to junior designers and the senior exhibit design team.*

APRIL 2022 - NOV 2023
Design Director | Ovation Events

- *Collaborated with clients on design concepts for event deliverables,*
- *inc: immersive on-site and hybrid experiences.*
- *Created graphics for event production, including general sessions, breakout rooms,*
- *and brand activations.*
- *Interpreted client design guidelines and suggested optimal design solutions.*
- *Created storyboards, construction assets, and prepared design files for production.*
- *Managed media grid of design assets and coordinated with producers*
- *and clients for status updates.*

AUG 2020 - APRIL 2022
Creative Design Director & Marketing Manager | MPI

- *Defined creative vision for MPI & Payactiv MKE.*
- *Managed advertising campaigns and marketing messages.*
- *Supported company president and oversaw print & digital/web design production.*
- *Ensured visual alignment with creative vision and brand standards.*
- *Managed budgets and timelines for projects.*
- *Led design direction, branding, and marketing collateral for Payactiv MKE*
- *and MPI's promotional trade shows.*

APRIL 2014 - AUG 2020
Graphic Design Manager | Kehoe Designs

- *Led graphic and digital design teams for various event types, including weddings,*
- *corporate, galas, trade shows, mitzvahs, non-profits, and more.*
- *Managed large-scale print production and digital design, including knowledge of ink*
- *and laser Roland printers, vinyl cuts, and file routing.*
- *Coordinated production schedules and assisted the general manager.*

EDUCATION

COLUMBIA COLLEGE CHICAGO
Bachelor of Fine Arts
Illustration | Art and Design
2002 - 2006

CHICAGO PORTOLIO SCHOOL
Advertising Art Direction
2006 - 2008

AWARDS

EXHIBITOR MAGAZINE
TOP 20 Exhibit Booth Designs
#16/20 CES 2024

HUBSPOT CERTIFIED
Marketing Hub
Hubspot Academy
2022 - 2023

TELLY AWARDS WINNER
Graphic Design Lead
IMMUTA Opening Video

NATIONAL POSTER CONTEST WINNER
Hamilton Wood Type Museum
Letterpress Poster