

Ash Morris

Digital Marketing Designer

New York City Metro Area

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Portfolio: <https://www.ashmorrisdesigns.com>

SUMMARY

Driven by a passion for leveraging technology to enhance lives, I create innovative solutions that empower and inspire others.

From introducing VR and 3D modeling workshops to underserved communities in the Big Apple, to leading omnichannel digital operations for a \$7 Billion franchise, I'm drawn to mission-driven projects and teams focused on innovation, cross-functional collaboration, and digital marketing strategy.

SKILLS

• Adobe Photoshop	• Asana	• Unity 3D
• Adobe Illustrator	• Monday	• Cura 3D
• Adobe After Effects	• Jira	• Cheetah 3D
• Adobe XD	• Google Suite	• Autodesk Fusion 360
• Figma	• Microsoft Office Suite	• HTML & CSS (working knowledge)
• Constant Contact	• Google Analytics (working knowledge)	
• Meta Business Suite		

EXPERIENCE

Winsupply Inc. | Remote | Graphic Designer, Marketing Specialist

June 2022 - PRESENT

I support the marketing efforts of more than 40+ local companies across the nation, serving clients like Honeywell/Resideo, Milwaukee Tools, LG, Frigidaire, and many more.

- **Manage and execute digital marketing deliverables** (Meta, Instagram, E-mail, SMS) by providing organic digital graphics and copy, scheduling posts, boosting ads, and monitoring user engagement metrics for reporting purposes
- **Compile and design vendor-approved, web-responsive digital ad and video campaigns**, adhering to branding guidelines and achieving optimal performance across digital platforms

- **Support the design needs of the Communications Department** by creating visually compelling content for the internal company hub; platform garners hundreds of views daily
- **Presented revitalized branding and marketing strategy ideas to CEO** as part of a targeted marketing department initiative, contributing to enhanced creative direction and strategic alignment
- Owned the design of marketing materials for an annual B2B promotion, which was attributed to a **234% increase in profits** compared to the previous year's gross margins
- Create assets for company swag, truck and window wraps, as well as print production

Freelance | Remote | Digital Marketing & Brand Design Consultant

September 2021 - June 2022

- Led visual development for Lavender Juniper, a beauty brand in its ideation phase, designing email marketing assets and branded social content
- Created Google Display Ads for a private financial services client, aligning visual tone with evolving brand guidelines and performance needs
- Produced animated video assets to enhance storytelling and audience engagement across digital platforms
- Consulted on rebranding initiatives, providing art direction across logo, web, and mobile touchpoints
- Conducted market positioning reviews and competitive audits to support strategic design decisions and brand messaging

Saberin Direct | Deer Park, NY | Graphic Designer

June 2020 - September 2021

- Managed project pipeline via Asana and delegated tasks to Graphic Design Pod for e-commerce retailer generating revenue from Amazon, Etsy, and Shopify traffic
- Handled projects for digital campaigns with fluctuating priority levels and turnaround timelines as short as 1 hour

- Created custom packaging graphics and developed mock-ups for client presentations
- Conceptualized, developed and implemented digital illustrations and photography for Instagram, Etsy, internal website, and product collateral
- Utilized creative briefs for project fulfillment and presented final drafts to executive team
- Supported the product development team in several stages of the product life cycle via sublimation printing
- Kept track of changes and market trends as it relates to graphic design

Morrison Mentors | Hempstead, NY | Graphic Designer & Design Instructor

June 2018 - June 2020

- Developed internal marketing process improvements to create brand guidelines
- Researched and implemented VR and 3D modeling technology (Unity 3D, Cura, Cheetah 3D & Autodesk Fusion 360) which supported business growth and improved B2B client retention rate
- Communicated client expectations to fulfillment team
- Created slide-deck presentations for reporting meetings with the Village of Hempstead Community Development Agency
- Led Adobe Photoshop, 3D Printing (Cura & Cheetah 3D) and Unity 3D trainings for graphic design associates

EDUCATION

Loyola University | New Orleans | Bachelor's Degree in Fine Arts

CERTIFICATION

HubSpot Email Marketing Certification

May 2023 - June 2025