
Ash Morris

Senior Brand & Digital Designer

Cross-Functional | Storytelling-Driven | Results-Oriented

New York City Metro Area

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

SUMMARY

Strategic digital designer with a proven track record of driving cross-functional initiatives, brand storytelling, and full-funnel marketing campaigns.

Passionate about emerging tech, user-centered design, and scaling visual systems that convert. I specialize in bridging the gap between creative execution and business outcomes for high-growth, mission-driven brands.

CORE COMPETENCIES

- Email & Paid Ad Campaigns
- Brand Strategy & Visual Identity
- Web Design (Responsive/Mobile-First)
- Stakeholder Presentation
- Digital Reporting & Analytics

SKILLS

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

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.

- **Lead the end-to-end creation of strategic digital marketing campaigns** across Meta, Instagram, E-mail, and SMS—aligning design and messaging with business objectives and performance KPIs
- **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
- **Compile and design vendor-approved, web-responsive digital ad and video campaigns**, adhering to branding guidelines and achieving optimal performance across digital platforms
- **Collaborated cross-departmentally with the Communications team** to shape internal branding strategy and build a high-visibility content hub viewed by hundreds daily
- 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 supporting print assets for company swag, signage, and event collateral

Freelance | Remote | Digital Marketing & Brand Design Consultant

September 2021 - June 2022

Led creative strategy and design execution for small businesses and individual clients, with a focus on translating their ideas into visually cohesive brand experiences

- Designed brand identities including logos, color palettes, and social media assets tailored to each client's industry and goals
- Created marketing materials for print and digital, including pitch decks, product packaging, event flyers, business cards, and Instagram graphics
- Collaborated directly with clients to define visual direction, refine brand messaging, and ensure alignment with their audience and platform
- Managed end-to-end creative process, from intake and ideation to final delivery—building trust and repeat partnerships through clear communication and consistent design quality

Saberin Direct | Deer Park, NY | *Graphic Designer*

June 2020 - September 2021

Managed a high-volume project pipeline for e-commerce clients (Amazon, Etsy, Shopify), overseeing rapid-turn digital campaigns across social, product, and display channels. Collaborated closely with stakeholders and executive leadership to align creative with revenue goals, while maintaining brand integrity and adapting to real-time performance trends.

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

June 2018 - June 2020

Spearheaded design curriculum and internal brand systems for a nonprofit design education program. Introduced VR, Unity 3D, and 3D printing technologies (Cura, Cheetah 3D) to expand service offerings and support local B2B growth. Led team trainings and mentored junior designers while contributing to long-term marketing strategy for public-sector initiatives.

EDUCATION

Loyola University | New Orleans | *Bachelor's Degree in Fine Art*