



Ashley Getman

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Education

Kendall College of Art and Design of
Ferris State University
(Aug. '06-Continuing Education as Available)

- Masters of Art in Design
(Jul. '16-Attending when Available)
- BFA in Graphic Design (Dec. '08)
- Continuing Studies Classes:
Flash & Dreamweaver (Jul. '10)

Kalamazoo Valley Community College
(Aug '01-May '06)

- AAS in Graphic Design (May '05)
- AAS in Illustration (May '06)

Expertise

PC & Mac

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|---------------|-----------------|-------------|
| • Illustrator | • After Effects | • Word |
| • InDesign | • AEM | • Entourage |
| • Photoshop | • PowerPoint | • Outlook |
| • Animate | • Bridge | • Excel |

Experience

Watermark Retirement Communities (Tucson, AZ: Remote: 3 years)

A portfolio of over 50 retirement communities across the U.S.

Senior Graphic Designer (Dec. '21-Present)

Lead designer bringing art from concept to finish while gaining leads through art direction, process, procedures, strategy and development.

- Support Manager through coaching team talent both in design proficiency and growing talent competencies.
- Lead teams through execution and strategy of various templates and brands.
- Bring simplicity to ambiguous and complex business opportunities.

Meijer Corporate (Grand Rapids, MI: 12+ years)

A Fortune 500 supercenter grocer with over 300 locations throughout the Midwest.

Team Lead/Senior Designer of Promotional Creative (Jan. '18-Aug. '21)

Led team of designers through art direction, process, procedures and development while designing creative for executive leadership using Agile philosophy.

- Met with internal and external clients to ensure an efficient process of file execution and time management.
- Art and photography direction for various tactics including print, digital, animation and web assets.
- Align team members across squads within Agile philosophy and AEM development.
- Developed team members through 1v1s, performance reviews and art direction.
- Lead designer of digital assets for associated sports teams with LEDs, stadium screens and print materials.
- Co-Manage \$2M+ budget; working with vendors for quotes, specs and timelines.

Senior Designer of Regional and Local Design (Oct. '17-Jan. '18)

Lead designer bringing art from concept to finish with local focus.

- Led art and photography direction for various strategies and tactics including print, digital and web assets.
- Coordinated external clients to ensure time management of files and clarity of expectation.
- Trained new hires and assisted with current employees in project management and execution of files.

Senior Production Design Specialist/Graphic Designer (Feb. '15-Oct. '17)

Lead designer bringing art from concept to finish in a wide variety of categories.

- Art direction of animation, digital displays and various print materials.
- On-boarded new employees in time management, file execution and efficiency.
- Streamlined process under tight timelines while creating concept to finish art in multiple medias.

Graphic Designer (May '09-Feb. '15)

Creative execution of design from concept to completion in a wide variety of advertising categories.

- Assisted teams of designers conceptualize, strategize and design General Merchandise ad pages.
- Prepared print ready files for external printer on tight timeline with time sensitive materials for senior leadership.
- Communicated with buyers and assistants on products, placement and price points.
- Led print and digital teams through all phases of design, execution and communication.

Lake Michigan Community College (St. Joseph, MI: 3 months)

Instructor (Feb. '09-May '09)

Instructed seminars and lectures for beginning and experienced professionals.

- Outlook 2003 and Entourage 2004 for Lane Automotive
- InDesign CS3 and Photoshop CS3 for various working professionals

Iserw Communications (Grand Rapids, MI: 3 years)

In-House Graphic Designer/Office Assistant (Aug. '07-Aug. '10)

Created a wide variety of advertising materials for one of Michigan's largest, most experienced Internet Service Providers.

- Created brochures, pamphlets, I.D. tags, email layouts, website designs, and PowerPoint slides.
 - Answered switch board, filed paper work and assisted co-workers with various specialty projects.
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