



# 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)

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## Expertise

### PC & Mac

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

## Experience

### *Watermark Retirement Communities, Remote*

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 for over 70 Watermark Retirement Communities.

- 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, Michigan*

Team Lead/Senior Designer of Promotional Creative (Feb. '19-Aug. '21)

Lead 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 strategies and tactics including print, digital, animation and web assets.
- Align team members across squads within Agile philosophy and AEM development.

Team Lead/Senior Designer of Regional and Local Design (Jan. '18-Feb. '19)

Lead team members through career development, art direction, and design.

- 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.

Page Layout Designer/Graphic Designer (Jan. '14-Feb. '15)

Worked with several teams across the company finalizing product ad pages.

- 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.

Graphic Designer (Otterbase Contracted) (May '09-Jan. '14)

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

- Led print and digital teams through all phases of design, execution and communication.
- Prepared print ready files, communicated with internal and external vendors, completed and processed print requests and memos, delivered final products to internal and external clients.

### *Lake Michigan Community College, St. Joseph, Michigan*

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

### *Iserv Communications, Grand Rapids, Michigan*

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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