



ASHLEY ANN HAWTHORNE

Visual & Interactive Design

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www.hawthorne-design.com

PROFILE

I am a curious creative with an open mind and a thirst for learning. With a background in the studio arts, I have translated my passion into a love for art in the digital form. I am well equipped to propel a design vision forward from concept to execution, especially when inspired. Focused on my consumer, I craft simple and beautiful experiences to create a product story. I develop a relationship with the user, always aiming for a perfectly-polished end product.

EDUCATION

CHAPMAN UNIVERSITY | 2009 - 2013

Bachelor of Fine Arts in Graphic Design
Minor in Psychology

PROFESSIONAL EXPERIENCE

WEB DESIGNER, URBAN DECAY COSMETICS | 2015 - present

Provide creative for all digital platforms and work with the e-commerce team to create promotions, content strategies and assets that align with the brand for seasonal campaigns.

WEB DESIGNER, WETSEAL, INC. | 2014 - 2015

Responsible for the concept, creation, development, and design of digital campaigns for wetseal.com. Defined and established seasonal concepts and direction to execute creative materials for digital marketing channels; including emails, landing pages, site updates, virtual catalogs and other promotional materials.

JUNIOR WEB DESIGNER, EYEMAGINE TECHNOLOGY | 2013

Responsible for designing the user interface and customer experience for eCommerce websites and applications including overall navigation flow, layout of specific pages, and creation of individual graphic elements

GRAPHIC DESIGNER, SDA CREATIVE | 2012 - 2013

Worked with a team on various projects including ad design, packaging, layout, logo design, marketing collateral and miscellaneous graphics for clients.

DESIGN INTERN, BCBG MAXAZRIA | 2012

Worked with design department for BCBGeneration on various creative projects such as catalogs, brand research, ad campaigns, and corporate initiatives.

DESIGN INTERN, VOLCOM STONE INC. | 2010

Worked in the catalog department during the production of a seasonal catalog. Learned about in-house design, assisted on shoots, designed graphics and contributed to production.

HONORS

Chancellor's List | Chapman University, 2010-2012

Valedictorian | Granada Hills Charter HS, 2009

Outstanding Achievement in Art | Granada Hills HS Art Department, 2009

PTSA Finalist | 31st District PTSA Reflections Art Program, 2009

Congressional Recognition | Congressional Art Contest, 2007

SOFTWARE & SKILLS

Adobe Creative Suite - Photoshop, Illustrator, InDesign, Dreamweaver

OmniGraffle

Microsoft Office - Word, PowerPoint, Excel

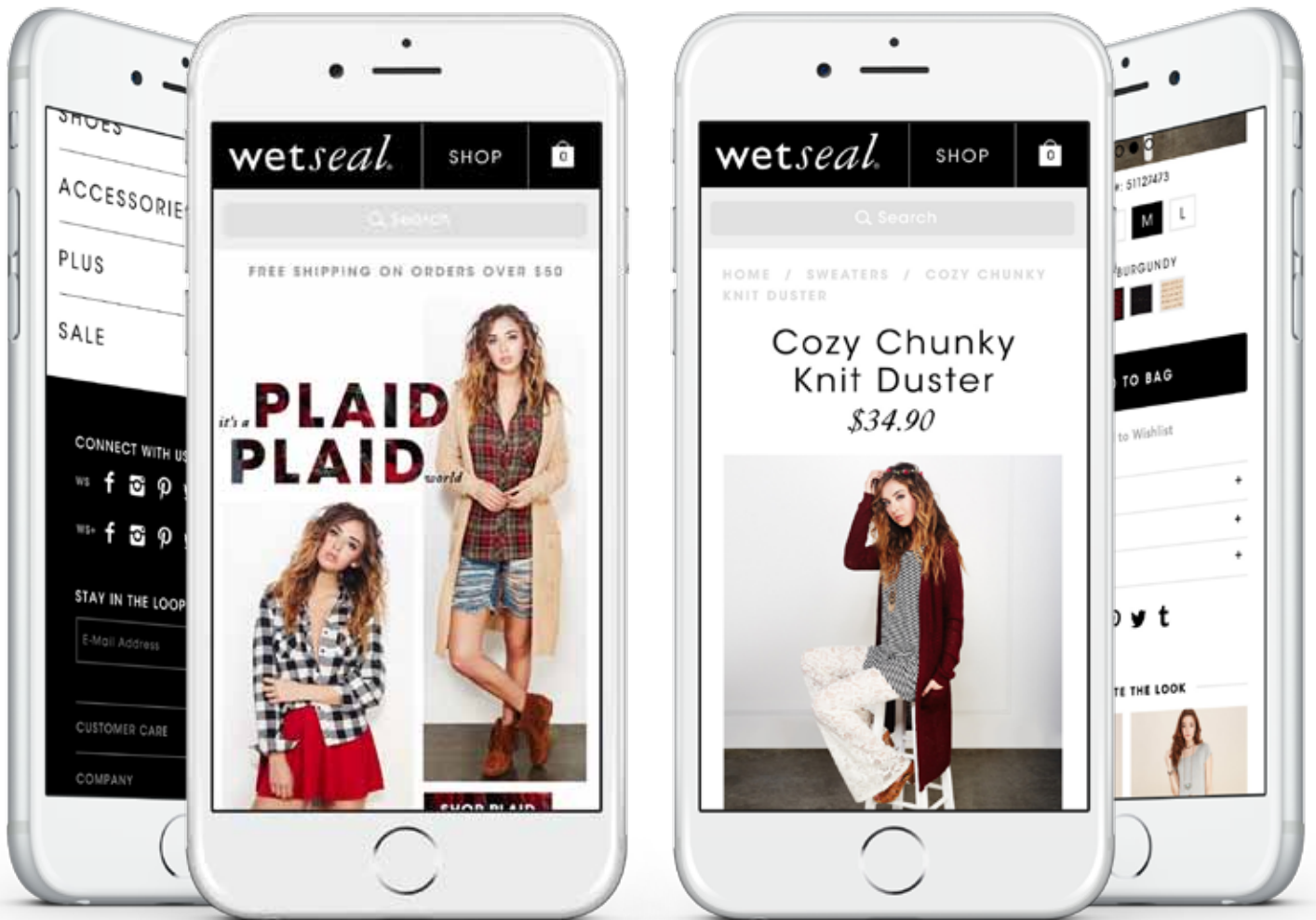
User Experience & User Interface Design

Freehand Design & Illustration



WETSEAL MOBILE REDESIGN

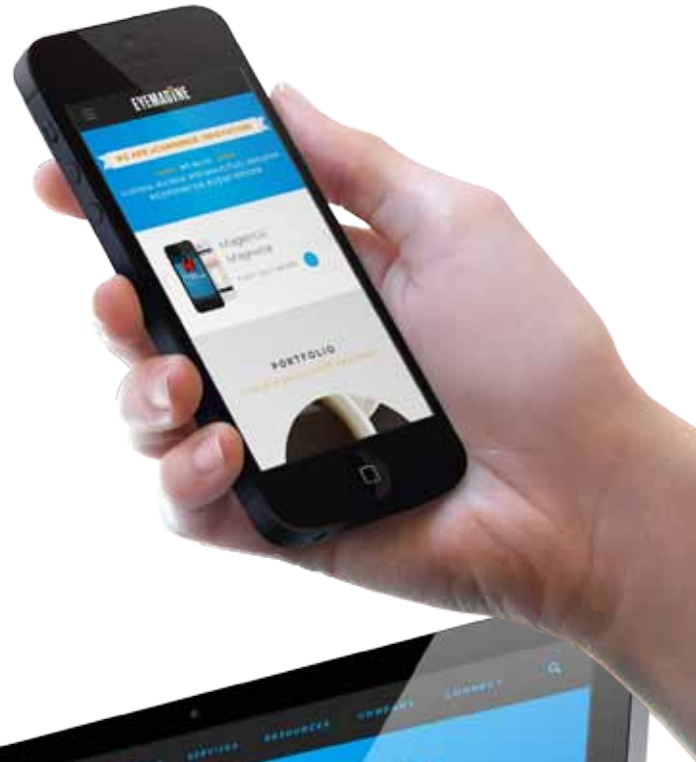
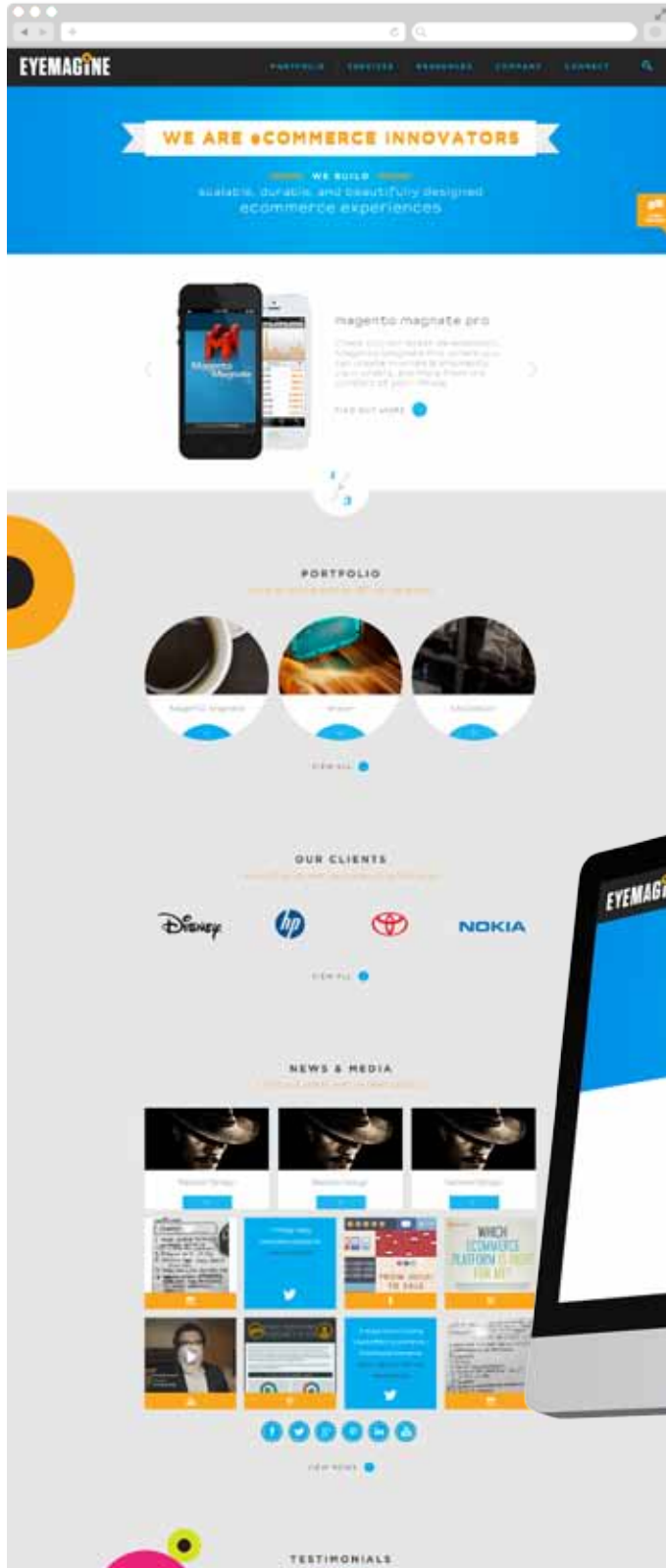
Principal designer for WetSeal Inc. mobile redesign. Refreshed mobile site to update one that is currently disjointed and fragmented. Focused on updating interface and reworking key pages for an experience that would build value and drive sales.





EYEMAGINE TECHNOLOGY REDESIGN

Responsive agency website redesign for EYEMAGINE Technology. Applied modern design principles while maintaining current branding.



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HUBSPOT INTEGRATION ILLUSTRATION

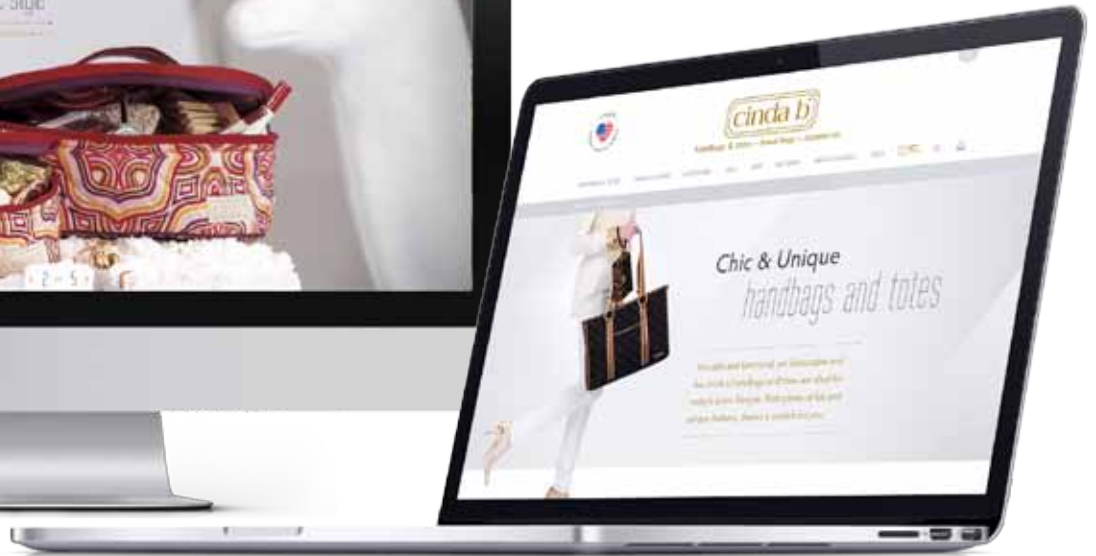
Original illustration and production art for a one-page website presenting a new Magento and HubSpot integration. Fully responsive site with flat aesthetic and bold color palette. (check it out at hubspotintegration.com)





CINDA B WEBSITE REDESIGN

E-commerce website redesign for an American handbag company. Emphasizes lifestyle and fashion while accentuating their "Made in America" foundation. Full-width, responsive website.





GOLDKEY COMMERCE BRANDING & WEBSITE

Branded and designed website for a complex software-as-a-service product solution. Required a visually compelling website that simplified the content and features to potential customers with varying budgets.

