

A S H L E Y P O P O V I C H

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EXPERIENCE

ATLANTIC COAST CONFERENCE

ASSISTANT DIRECTOR OF CREATIVE DESIGN

2017-Present

- Spearheaded the development of cutting-edge and brand-compliant digital content, including web banners, social media graphics, advertisements, motion graphics, in-market, and in-venue signage, and marketing materials for a diverse portfolio of 27 sports.
- Collaborated seamlessly with cross-functional teams to translate marketing campaign objectives and social initiatives into visually captivating designs, consistently adhering to the distinctive branding guidelines of each sport.
- Demonstrated leadership by mentoring junior team members, resulting in a remarkable 20% enhancement in their design proficiency, thus contributing to a more cohesive and high-performing team.
- Proactively leveraged cultural and industry trends to infuse fresh and relevant design concepts, leading to a notable 15% increase in the adoption of cutting-edge design approaches.
- Led the end-to-end management, creation, and maintenance of in-house conference animations, spanning video board content, logos, and dynamic motion graphics.
- Cultivated robust relationships and maintained open communication with vendors, printers, and venues, ensuring seamless project coordination by delivering essential information, approvals, and deliverables as needed.
- Expertly orchestrated multiple concurrent projects, adeptly prioritizing tasks to consistently achieve on-time delivery, resulting in a 20% reduction in project bottlenecks and an impressive 95% adherence to project timelines.

FREELANCE DESIGNER | COMMISSIONED ARTIST

2015-Present

- Collaborated closely with a diverse clientele to discern their unique design needs and objectives, delivering tailored visual solutions such as logos, branding materials, web graphics, print collateral, and social media content.
- Upheld a track record of high client satisfaction through the timely delivery of quality designs within budget constraints.
- Demonstrated remarkable flexibility by adapting to various design styles and preferences, consistently meeting and exceeding client expectations.
- Efficiently managed client communications, project timelines, and invoicing processes, ensuring a streamlined and professional client experience.

PACIFIC ASSOCIATION OF PROFESSIONAL BASEBALL

GRAPHIC DESIGN INTERN

May 2018 - August 2018

- Implemented and created a strategic brand redesign that encompassed a consistent style used across their marketing channels which increased brand awareness on all platforms in 3 months
- Produced a social strategy for the 2018 summer baseball season tripling the Association's social content.

GULFSTREAM COMMUNICATIONS

GRAPHIC DESIGN INTERN

May 2016 - August 2016

- Produced a diverse array of original layouts featured in all six Gulfstream Communication magazines.

SKILLS

ADOBE CREATIVE SUITE

Photoshop
AfterEffects
Illustrator
InDesign
LightRoom
Bridge
Acrobat

GOOGLE SUITE

Docs
Sheets
Slides

MICROSOFT SUITE

Word
Powerpoint
Excel
Outlook

TRADITIONAL VISUAL ARTS

Watercolor
Illustration
Gouache
Acrylic
Pen & Ink

MAC

EDUCATION

CLEMSON UNIVERSITY

Bachelors of Science in
Graphic Communications
with Minor in Fine Arts

ISTITUTO LORENZO DE' MEDICI

Florence, Italy | Summer
2017