

Ashley Lawrence (Bos)

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Professional Summary

Experienced Graphic Designer and Web Developer with over 10 years of work in both print and digital design. Comfortable taking on a wide range of projects, from branding and marketing materials to websites and infographics. Skilled in Adobe Creative Suite and known for being dependable, creative, and easy to work with. Strong background in collaborating with teams, meeting deadlines, and keeping designs consistent across different platforms.

Education

Kirkwood Community College

AA Graphic / Web Design • Web Development Certificate

Technical Skills

Graphic Design Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, XD), Sketch, Figma, User Research, Wireframing, Prototyping, Interaction Design

Web Design & Development: HTML5, CSS3, JavaScript, jQuery, Bootstrap, Responsive Design, SASS, LESS, Git/GitHub, Version Control, Cross-browser Compatibility, Custom WordPress

Digital Design: Banner Ads, Social Media Graphics, Email Templates, Digital Illustration, Motion Graphics

Email Design & Development: Responsive Email Design, HTML Email Coding, MJML, Mailchimp, HubSpot, Act-On, Salesforce Marketing Cloud, Campaign Monitoring

Content Management Systems (CMS): WordPress, Webflow, Joomla, Wix

Design Principles: Typography, Color Theory, Layout, Visual Hierarchy, Branding, Iconography

Web Performance Optimization: Image Compression, Lazy Loading, SEO Best Practices for Design

Professional Experience

Freelance Graphic Designer

Des Moines Creative • January 2025 - Present

- Collaborate with clients to develop cohesive visual branding across digital and print materials, including social media graphics, web assets, logos, and promotional collateral
 - Design and implement strategic marketing campaigns to increase client visibility, engagement, and lead generation across platforms
 - Create content for email marketing, social posts, and website updates, maintaining brand voice and message consistency
 - Manage multiple projects from concept through execution, delivering high-quality results on tight deadlines
 - Provide art direction and design consultation to support brand development and creative strategy
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Front-End Web Developer

Ocozzio, Inc. • December 2019 - December 2024

- Built and maintained responsive websites and landing pages using HTML, CSS, JavaScript, and modern frameworks
- Converted design mockups into functional, cross-device front-end code
- Designed and developed custom WordPress themes and Webflow sites
- Collaborated with designers and stakeholders to improve UX and create engaging UI components
- Created branded digital assets, icons, and graphics for web use
- Optimized sites for performance, accessibility (WCAG), and SEO
- Integrated third-party tools and platforms like HubSpot, Mailchimp, and Salesforce Marketing Cloud

Graphic Designer / Marketing Specialist

Ocozzio, Inc. • June 2017 - December 2019

- Designed brochures, presentations, infographics, email campaigns, and digital ads aligned with brand guidelines
- Partnered with marketing teams to create clear, visually engaging materials
- Managed multiple projects, meeting tight deadlines while maintaining quality
- Developed on-brand templates and design systems for consistent campaigns
- Edited and prepared images and layouts for print, web, and social media
- Contributed creative ideas that improved campaign performance and client satisfaction
- Maintained organized design assets for faster project turnaround

Web Designer / Front-End Developer

Main Street Digital • September 2015 - April 2017

- Founded and led the company's web division, setting up design/development standards and client workflows
- Delivered high-impact websites tailored to small business needs, driving measurable improvements in local market visibility
- Built over 40 websites for local businesses, helping multiple clients increase online leads by 50%+ within six months of launch
- Introduced a structured onboarding system that streamlined client intake, reducing project delays by 70%

Senior Digital Designer

Gannett • June 2012 - July 2015

- Produced interactive, animated HTML5 ads and conversion-focused landing pages for national and regional clients
- Delivered projects quickly and accurately in a fast-paced production environment

Professional References

Available upon request