

# ASHLEY DEFRANCIS

## portfolio

[ashleydefrancis.com](http://ashleydefrancis.com)

## contact

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## let's connect

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[instagram.com/ashleydefrancis](https://www.instagram.com/ashleydefrancis)

## education

**Bachelor of Fine Arts in Graphic Design, Minor in Marketing**  
Sam Houston State University  
May 2020

## awards + honors

**Graphic Design Senior Exhibition**  
Best Use of Typography, 2020  
Best Use of Social Media, 2020  
Best Hospitality Design, 2020

**National Student Show and Conference**  
General Design- Menu, Finalist, 2020

**MSU Glitch Student Design Competition**  
Honorable Mention, 2020

**Texas Intercollegiate Press Association**  
1st Place, Illustration, 2019  
1st Place, Static Information Graphic, 2019  
2nd Place, Static Information Graphic, 2019  
2nd Place, Photo Illustration, 2019  
3rd Place, Illustration, 2019

## skills

### Adobe Creative Suite

Illustrator, Photoshop, InDesign, XD, Lightroom, After Effects & Premiere

### HTML + CSS Coding

Knowledge and vocabulary

### Photography + Videography

Knowledge of camera and video control, settings and editing

### Social Media Management

Understanding of analytics to increase following and engagement

### Marketing

Branding, SEO, Email Marketing, Engagement

## experience

### Graphic Designer, College of Arts & Media

10/19 - Present

Sam Houston State University | Huntsville, TX

+ Responsible for print and digital designs for events in all departments

+ Led and collaborated with marketing team to create 6- 8 campaigns designs of print and digital advertisements for major events hosted by the college

+ Increased ticket sales and attendance rates at college events by 10%

### Digital Event Coordinator, Breakout Senior Exhibition

04/20 - 05/20

Sam Houston State University | Huntsville, TX

+ Initiated and planned a digital senior exhibition due to the pandemic

+ Developed and implemented social media strategies that boosted website traffic to an average of 100 views per day

+ Delegated tasks to 5 other team member to ensure all platforms, designs and content were consistent

+ Monitored online presence through Google Analytics and social media software

### Graphic Designer, Houstonian

08/19 - 05/20

Sam Houston State University | Huntsville, TX

+ Produced award winning infographics and illustrations from statistical data

+ Created general designs that work along side news stories

### Graphic Design Lab Assistant, Department of Art

08/18 - 08/19

Sam Houston State University | Huntsville, TX

+ Instructed and mentored students on proper use of all production equipment

+ Managed technical issues in a timely manner through problem solving

### Assistant Manager

07/18 - 08/19

CSDS Vinyl | Conroe, TX

+ Worked my way up from Associate to Key Holder, then to Assistant Manager

+ Supervised, trained and delegated tasks to 4-8 Associates

+ Learned extensive business and product knowledge to assist customers and increase sales

## organizations + affiliations

### Communications Officer

05/19 - 05/20

Student Design Collective, Sam Houston State University AIGA Student Group

+ Created multi-platform social media and print marketing campaigns that increased meetings to their peak attendance

+ Increased engagement and following on all platforms while establishing our brand awareness

### Houston Chapter Member

08/19 - Present

American Institute of Graphic Arts, AIGA

+ Actively participates and continues education through digital AIGA events