



ASHLEY BERRY



EDUCATION

Virginia Tech, Blacksburg, VA, Class of 2021

B.F.A in Creative Technologies, School of Visual Arts
Summa Cum Laude, Cumulative GPA 3.94

Graphic Design Study Abroad

Italy and Switzerland (Summer 2019)

Honors

Touring Ambassador for Virginia Tech School of Visual Arts
Golden Key International Honour Society



EXPERIENCE

Design Consultant and Intern *Visionist, Inc.*

Design Consultant August 2020 - Present, Intern June 2020 - August 2020

Create design templates for documents and presentations allowing Visionist to market their concepts and capabilities while staying true to their branding guidelines.

Optimize Visionist's social media efforts through team collaboration to enhance the design of posts, improve brand consistency, and increase engagement.

Refine the Visionist Brand by developing a custom branding guide. Narrowed logo variations and palette, implemented watermarks and photo filters, selected two typefaces, and defined their voice.

Design a concise brand package including a logo design and color palette for a newly developed software.

Animate logo clips for intro and outro of promotion videos.

Visual Communication Design Intern *Virginia Cyber Range (VACR)*

Sept 2019 - May 2021

Created a data visualization catalog of Virginia Cyber Range's courseware content for perspective clients.

Produced, animated, and recorded voiceover for US Cyber Range Introduction video explaining what the US Cyber Range is and what it can provide for its customers.

Designed Capture the Flag (CTF) website incorporating new elements and components from the VACR brand to set website apart from other competitors' CTF websites.

Developed a dual branding guide for VACR and the newly funded US Cyber Range in order to eliminate confusion between the two brands.

Public Relations/Marketing Director *Homecoming Board of Virginia Tech*

Director Dec 2019 - Present; Assistant Nov 2018 - Dec 2019

Coordinated first-ever virtual events due to Covid-19, including a live-stream talent show and a social media inclusivity campaign.

Partnered with Alumni Relations personnel to develop a PR statement announcing the transition to gender-neutral Homecoming court, which reached 14,500 people on Facebook, 1,000 on Instagram, and 5,400 on Twitter.

Devised and implemented various marketing strategies to increase social media engagement and event participation, such as the transition from small giveaways to highly desirable raffle prizes targeted at university students.

Designed print and digital material advertising Homecoming Week events to the student body and greater community, including 2019's snapchat filters used by over 4,000 accounts.

CONTACT ME



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STRENGTHS



ADOBE

Illustrator

After Effects

XD

InDesign

Photoshop



DESIGN

Graphic design

Motion graphics and 2D animation



PROFESSIONAL

Collaborative team leader/member

Organized, detail oriented, and reliable

Goal oriented and results driven