



# 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