

# ASHLEY MENDELBAUM

VISUAL + INFORMATION + UI DESIGN    MARKETING

## CONTACT INFO

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- 📍 Boston, MA

## CREATIVE SKILLS

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Visual Design



Information Design



UI/UX Design



Wireframes



Data Storytelling



Brand & Identity



Motion Design



## TECHNICAL SKILLS

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- Adobe Creative Suite
- Microsoft Office/G-Suite
- Wordpress/HTML/CSS
- Marketo/Mailchimp
- Mac & Windows

## AWARDS

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**2022 GDUSA**  
American Graphic Design Award

**2022 GDUSA**  
Inhouse Design Award

## WORK EXPERIENCE

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**Big Village & Deep Focus** **2014-Present**  
**Senior Designer, Deep Focus Agency**

- Art directed on client media projects. Designed social campaign look and feel, created mock-ups for campaign pitches, and designed finalized social assets.
- Creative design on client rebrand projects. Designed logo and PowerPoint templates.

**Senior Designer, Big Village, Marketing**

- Lead design on presentations, data visualizations, and infographics for events, conferences, client projects, and company website.
- Co-led design on internal launch of Big Village rebrand. Pitched and redesigned company-wide assets, including 200+ pieces of collateral and 100+ slide Powerpoint template.
- Update website content (Wordpress). Design social posts, create email campaign assets, and build emails (Marketo and Mailchimp).
- Designed website for sister brand, [BrightStream.ai](http://BrightStream.ai). Created mood boards and wireframes. Built website using wordpress and plugins.

**User Interface & Information Designer, Big Village**

Sole designer for Insights division. Designed interactive portals, data visualizations, and custom graphics for clients including Amazon.com, Johnson & Johnson, and Fidelity Investments. Created dashboards, surveys, reports, infographics, white papers, and journey maps.

**HFA (Harry Fox Agency)** **2013**  
**Graduate Digital Design Intern**

Designed logo, website and mobile app for Songfile music licensing system. Created company website mockups and infographics.

**VisuaLex, LLC** **2007-2012**  
**Graphic Designer**

Created charts, timelines, and text layouts for court exhibits. Document and photo cleanup. Illustration and photo manipulation.

## EDUCATION

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**Pratt Institute** **2012-2014**  
M.S. Communication Design

**Rensselaer Polytechnic Institute** **2003-2007**  
B.S. Electronic Media Art & Communication