

# Ashley Villalta

GRAPHIC DESIGNER

832.527.3545

ashleyvillalta.com

ashvillalta@gmail.com

Hello, I'm Ashley Villalta a Salvadoran-American graphic designer based in Houston, TX. I'm passionate about creating effective visual communication and am eager to bring a fresh perspective to your organization. My interests include creating motion graphics, type design, and augmented reality.

## EXPERIENCE

### **Versa Creative** | 2021-Present

*Graphic Designer*

- Direct and produce videos to build brand awareness from storyboard to final
- Develop brand identities with custom letter marks and visual language
- Create website mock-ups and properly prepare assets for development
- Train employees in-person and virtually
- Delegate tasks for big projects in order to meet tight deadlines
- Design and animate social media content, advertisements, e-blast, and printed assets
- Produce monthly assets for clients ranging from healthcare to country clubs
- Traditional media from billboards to printed booklets

### **CreationStation** | 2019-2021

*Senior Graphic Designer*

- Design and produce material in-house for both internal and external clients
- Train new employees
- Use large format printers
- Use multiple types of heat press and dry press mechanisms in production

### **Villa Visual Studio** | 2017-Present

*Freelance Graphic Designer*

- Create branding identities
- Design merchandise for businesses
- Photograph and design social media content for small businesses
- Illustrate and paint portraits

### **Office Depot** | 2018-2019

*Copy & Print Specialist*

- Assist customers with paper selection
- Use high volume printers
- Large format printing: yard signs, blueprints, and banners

## EDUCATION

### **University of Houston Main Campus**

BFA in Graphic Design | May 2022

### **Lone Star College**

Associates of Art

## SKILLSET

### **Adobe Creative Cloud**

After Effects / Illustrator / Photoshop / InDesign / Premier Pro / XD / Aero / Dimension / Audition / Lightroom / Acrobat Distiller

### **Microsoft Office 365**

Word / PowerPoint / Excel / Publisher

### **Communication Platforms**

Gmail / Google Hangouts / WRIKE / Zoho / MS Teams / Zoom / Basecamp

### **Production**

Vinyl Installations / Dry and Heat Press / Large Format Printing and Lamination / Silkscreen / Sublimation

### **Additional Skills**

Robofont / Fontstruct / HTML / CSS / Wordpress / Elementor / JavaScript / Quickbooks / Procreate

## INVOLVEMENT

**Render Exhibition** | 2022

**Unfiltered Exhibition** | 2021

**AIGA Member** | 2022-Present

**SEGD Member** | 2022-Present

## AWARDS

**AVA Digital Awards 2023** | Gold & Platinum Award

**ACUI** | 2nd Place Multi-Page Publication 2022

**ACUI** | 3rd Place Calendar 2021

**Gillman International Scholarship** | 2020

## LANGUAGES

English

Spanish