



Ashley N Cameron

Graphic Designer | Brand Consultant | Educator

With 16 years of experience in graphic design and website development, Ashley has a multi-talented skill set and delivers a dynamic blend of creativity, technical proficiency, and adaptability to every project. She is a spirited and self-motivated learner, versatile collaborator, and simplifies complex problems visually and analytically. She is personable, empathetic, an open communicator, and embraces change as an opportunity for growth.

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1118 89th Street

West Des Moines, IA

EXPERTISE

Adobe Creative Suite

- + Illustrator
- + Photoshop
- + InDesign
- + Bridge
- + Premiere Pro
- + Dreamweaver

Websites

IT / Domains / Hosting / cPanel / Email Accounts /
WordPress / HTML / CSS / jQuery / PHP / SQL /
Google Analytics / Search Console / Search Engine
Optimization / Woocommerce

MS Office / Google Drive

Project Management

Asana / Trello / Slack / Harvest / Estimates /
Invoicing / Record Keeping

YouTube Content Creator (35K+ subscribers)

Social Media & Email Marketing

MailChimp / Constant Contact

Working Knowledge

Figma / Canva / Blender / Adobe Dimension /
After Effects / Streamlabs / Git

REFERENCES

TERESA HARRIS

Professor of Art

Missouri Western State University

TEL: 816.271.4848

EMAIL: tharris@missouriwestern.edu

MARTIN HAGER

Co-founder

The Minnow Project

TEL: 402.610.1729

EMAIL: marty@martinhager.com

Awards & additional references upon request

EXPERIENCE

FEB 2012

PRESENT

BRANDING, GRAPHIC DESIGN & WEB DEVELOPMENT (OWNER)

Ashley Cameron Design, Inc

Ashley has served more than 100 clients in an array of industries with design and website services. She creates new brands and reinvigorates existing brands across all print and digital media—through strategy, organization, and prioritizing goals and objectives—to bring harmony and clarity to content and increase engagement.

AUG 2024

PRESENT

INSTRUCTOR OF GRAPHIC DESIGN

St Joseph, MO

Missouri Western State University

Remote/Online Instructor of Design Software Applications, Graphic Design I, II, III, IV

JAN 2022

MAY 2024

ADJUNCT PROFESSOR OF ART

St Joseph, MO

Missouri Western State University

Remote/Online Instructor of ART129—Design Software Applications (Adobe Illustrator & Photoshop). Former instructor of ART192—Digital Imaging (Advanced Photoshop) and ART388—Interactive Design II

JUN 2009

JUN 2016

DESIGNER & LEAD DEVELOPER

Lincoln, NE

The Minnow Project

Graphic Design, Art Direction, Research, Planning, Strategy, Sitemaps, Wireframes, Information Architecture, WordPress Website Development, Analytics, Social Media Marketing, Lead Sales Designer

JUN 2008

MAR 2009

CREATIVE INTERNSHIPS

St Joseph, MO

1st Street Graphics/Penn Street Signs

Vinyl Signs & Application, Print Production, Banner Fabrication

AUG 2007

SEP 2008

Albrecht-Kemper Art Museum

Internal Print Design, Information Desk/Reception

EDUCATION

MAY 2009

BFA | GRAPHIC DESIGN

Missouri Western State University

Summa cum laude

AUG 2009

2010

MFA CANDIDATE | PRINTMAKING

University of Nebraska-Lincoln

CONTINUED

Styles come and go. Good design is a language, not a style. —Massimo Vignelli

EDUCATION

BFA, Graphic Design — Missouri Western State University, 2009 (*Summa Cum Laude*)
MFA Candidate, Printmaking — University of Nebraska–Lincoln, 2009–2010

ACADEMIC APPOINTMENTS

Visiting Professor, Graphic Design — Missouri Western State University, Saint Joseph, MO (2024–Present)
Adjunct Professor, Design Software Applications — Missouri Western State University, Saint Joseph, MO (2022–2024)
Adjunct Professor, Digital Imaging — Missouri Western State University, Saint Joseph, MO (2022)
Adjunct Professor, Interactive Design II — Missouri Western State University, Saint Joseph, MO (2012–2013)

PROFESSIONAL EXPERIENCE

Owner / Brand Designer / Website Developer — Ashley Cameron Design, West Des Moines, IA (2010–Present)
Provide branding, graphic design, packaging, and web development services to clients nationwide. Develop long-term client partnerships to deliver clear, memorable, and impactful visual communication.

Graphic & Interactive Designer, Lead Web Developer — Aradius Group (formerly The Minnow Project), Lincoln, NE (2009–2016)
Designed advertising and branding campaigns for diverse clients. In 2010, expanded role by adopting web development, enhancing the team’s digital capabilities and supporting interactive initiatives.

Vinyl Signage & Banner Fabrication Intern — Penn Street Signs, Saint Joseph, MO (2008–2009)

Graphic Design Intern & Receptionist — Albrecht-Kemper Museum of Art, Saint Joseph, MO (2007–2008)

Teller (Seasonal) — BTC Bank, Bethany, MO (2005–2007)

SELECTED RECENT WORK / CREATIVE PROJECTS

(Representative sample; NDA-protected projects generalized)

Awareness Campaign — National Veterans Organization (2025)
Art Direction and designed for a nationwide awareness campaign to increase visibility and community engagement. Produced cross-platform branding assets (print, digital) with sensitive, impactful messaging.

Graphic Design & Product Packaging — NOFOMO Vodka (2024)

Branding — Full Circle GIS (2024)

Graphic & Interactive Design, Email Marketing & Website Support — Eugia US (2025)

Graphic Design, Product Packaging & eCommerce Website Support — SAVA Trading Co. (2025)

Website Support — Z3 Technology (2025)

Graphic Design — BD Construction (2024)

Graphic Design & Online Presence — Bone Creek Museum of Agrarian Art (2025)

Packaging Label Design — Addison Coffee Roasters (2023–2024)

Graphic Design — VINCO Performance (2023–2024)

Branding — Garden Gate (2023–2024)

RESEARCH IN PROGRESS

Exploring 3D Modeling for Branding Applications (2019–Present)
Investigating tools such as Blender and Adobe Dimension to create and render packaging prototypes and immersive brand assets.

Exploring Video Editing Software and Techniques (2018–Present)
Practicing video editing with Premiere Pro, After Effects, and Microsoft Clipchamp to produce engaging multimedia content for client brands, tutorials, and personal projects.

Email Marketing for Brand Support and Product Launches (2016–Present)

Researching and applying strategies in Mailchimp and custom HTML campaigns to support product launches and brand initiatives.

Researching Adobe Creative Suite and AI Techniques (2023–Present)

Examining how generative AI features in Photoshop & Illustrator can enhance creative works, workflows, and curriculum design.

INSTITUTIONAL & PROFESSIONAL SERVICE

Annual Senior Portfolio Reviewer —

Drake University, Des Moines, IA (2021–Present)

Southeast Community College, Lincoln, NE (2012)

Review graduating seniors' portfolios and presentations; provide individual feedback and professional readiness advice.

Portfolio Presentation — Missouri Western State University (2012 & 2024)

AWARDS & RECOGNITION

- 2024** *Bone Creek Museum of Agrarian Art (BCMAA)* — MPMA First Place, Publication Design Competition, Magazines/Newsletters | *Membership Brochure and Newsletter*
- 2023** *Bone Creek Museum* — MPMA First Place, Publication Design Competition, Brochures & Rack Cards, Invitations, Promotional Package, Magazines/Newsletters | *Farm Island Anthology Catalog, Membership Brochure, March Newsletter*
- 2022** *Bone Creek Museum* — MPMA First Place, Publication Design Competition, Brochures & Rack Cards | *Membership Brochure*
- 2019** *Bone Creek Museum* — MPMA First Place, Publication Design Competition, Books & Exhibition Catalogs | *Worthy Rivals: Dale Nichols and Terence Duren*
- 2018** *313 Digital* — Logo Contest Winner
Bone Creek Museum — MPMA First Place, Brochures & Rack Cards + Technology Award for Online Presence
- 2017** *Bone Creek Museum* — MPMA Design Award, Invitation/Promotional Package + Technology Award for Online Presence
- 2016** *Intensity Nutrition* — Featured in *PAGE Magazine (Germany)*: Icons in Corporate and UX Design, Packaging Icons
- 2014** *Bone Creek Museum* — MPMA First Place Awards | *Membership Brochure, Newsletter, Exhibition Catalog, Online Presence*
- 2013** *Bone Creek Museum* — MPMA First Place, Technology (Website & Social Media Presence)
- 2012** *Nebraska Travel Industry* — Outstanding Website Award (*Butler County Tourism*)
Bone Creek Museum of Agrarian Art — MPMA Award, Newsletter
- 2011** *Go Green Advertising Awards* — National Silver Award, Sustainable Attorney Website
Nebraska Travel Industry — Outstanding Website Award
Bone Creek Museum of Agrarian Art — MPMA Award

EXHIBITIONS

- 2011** *Mastering Printmaking: Professor Karen Kunc & UNL MFA Students* — Walker Art Gallery, University of Nebraska Kearney
Red Dot Show — Peru, NE
Objects of Desire (Juried) — Haydon Art Center, Lincoln, NE
- 2009** Printmaking Exhibitions — UNL Graduate Student Group, Lincoln, NE
- 2008** *Italian Experience: Group Student/Faculty Exhibition* — Potter Hall Gallery, MWSU
Albrecht-Kemper Membership Show — St. Joseph, MO
- 2007** *The Bridge* — Soulard Art Market & Contemporary Art Gallery, St. Louis, MO
National Printmaking Conference — Richmond, VA