

Ashley Yalaju

Visual + Communications Designer

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SUMMARY

Visual and communications designer with 9 years of experience across brand identity, campaigns, digital, print, social, motion, web, editorial, and art direction. Skilled at translating complex business and audience needs into clear, accessible, brand-aligned visual communications with strong content hierarchy. Owns design work end to end, from intake and concepting through production and final handoff, and mentors other designers. Experienced collaborating across marketing, product, creative, studio, and technical teams.

EXPERIENCE

CareScout / Genworth

Richmond, VA (Hybrid)

Graphic Designer

May 2024 – Present

- Create brand-led communications across campaign, digital, social, print, and internal channels for CareScout's long-term care and aging services.
- Translate complex business, service, and audience needs into clear, accessible visual communications with strong content hierarchy and consistency.
- Develop and extend CareScout's visual system across B2B, B2B2C, and consumer-facing materials, including campaigns, social content, digital advertising, web banners, print, and direct mail.
- Design multi-page editorial pieces, including a guide to choosing LGBTQ+ affirming care for the #ProudBeforePride campaign.
- Own projects end to end, from creative intake and concept development through stakeholder review, revision, production, and final handoff.
- Collaborate cross-functionally with Marketing, Product, copywriters, and other stakeholders to develop creative solutions that support communication and business goals.
- Mentor a junior designer as her onboarding buddy and go-to design resource; guided a contractor covering a teammate's six-month maternity leave with feedback and brand direction.
- Manage multiple concurrent projects while maintaining brand consistency, accuracy, and a high level of visual craft.

CoStar Group / LoopNet

Richmond, VA (Hybrid)

Graphic Designer

February 2022 – May 2024

- Produced high-volume digital advertising and retargeting banner campaigns for LoopNet, partnering with copywriters within established brand systems and templates.
- Created internal marketing materials and served as a design resource for Marketing Advisors.
- Adapted creative across multiple digital formats while maintaining brand consistency, accuracy, and production standards.
- Managed fast-turnaround requests and multiple deadlines within a large corporate marketing organization.

Freelance

Graphic Designer / Art Director

2016 – 2022

- Developed brand identities, websites, digital assets, print materials, and marketing collateral for small businesses, startups, nonprofit organizations, cultural organizations, and artists.
- Led projects from client discovery and concept development through design, revision, production, and delivery.
- Translated client goals and content needs into cohesive visual systems across digital and physical applications.
- Art directed and executed creative across branding, web, e-commerce, print, and campaign work.

Need Supply Co.

Richmond, VA

Graphic Designer

June 2019 – July 2020

- Designed campaign assets, email creative, digital experiences, and print materials within Need Supply Co.'s established visual system.
- Collaborated closely with studio, marketing, copywriting, and engineering teams to create customer-facing creative across digital and physical touchpoints.
- Contributed to e-commerce and digital user experiences while maintaining consistency across a highly visual retail brand.
- Art directed Need Supply Co.'s 2019 holiday campaign, working with studio and photography teams to establish a visual direction and carry it across campaign imagery, digital design, in-store signage, and marketing.
- Designed social creative for Staying Creative, an Instagram Live interview series with makers, featured on AIGA Eye on Design.

Na Nin

Richmond, VA

Graphic Designer & Shop Assistant

December 2017 – November 2018

- Designed print collateral, digital assets, email newsletters, product labels, and packaging within Na Nin's established visual identity.
- Redesigned the brand's Shopify website and produced creative across web, email, packaging, retail, and print touchpoints.

Light House Studio

Charlottesville, VA

Teaching Artist

June 2015 – April 2019

- Mentored middle- and high-school students in visual storytelling, filmmaking, animation, and editing.
- Guided students from initial concepts through writing, directing, production, and final edited work.

EDUCATION

SUNY Purchase College

Purchase, NY · 2017

B.A. in New Media, Concentration in Design

SKILLS

Tools: Adobe Creative Cloud (Photoshop, Illustrator, InDesign), Figma (including motion design), Google Slides, HTML/CSS, Shopify, WordPress, Squarespace, Mailchimp

Practice: Brand Identity + Brand Systems, Visual Communication, Accessible Design, Content Hierarchy, Campaign Design, Art Direction, Motion Design, Digital + Print Design, Social Media Content, Editorial Design, Web + E-commerce Design, Creative Concepting, Design Mentorship, Cross-Functional Collaboration, Stakeholder Collaboration