

Ashley McDowell

Major in Advertising
Minor in General Business & German

CONTACT



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www.photosbyashleyia.com

DESIGN CAPABILITIES

Adobe Creative Suite



Microsoft Office



UI/UX Design



Template Design



Photography



Branding



Wire Frame Design



HTML, CSS, JS



Shopify Website Design



RGB Color Creator



PERSONAL SKILLS

Iowa State University

Bachelor of Science in
Advertising with minor in General Business and
German

Expected Year to Graduate: Fall 2020

GPA : 3.13/4.0

Urbandale High School

High School Diploma

Year of Graduation: Spring 2016

GPA : 3.5/4.0

PERSONAL SKILLS

Proficient in the
German Language

Self-taught
Graphic Designer

Confident in
Public Speaking

Website Design &
Coding Experience

EMPLOYMENT EXPERIENCE

January
2019
-
February
2020

Web Design & Marketing Intern

Merrill Manufacturing, Storm Lake IA

- Designed and implemented custom eCommerce platform built on Shopify using Liquid code and custom HTML 5, CSS and Javascript.
- Designed and scripted a website for a Business-to-Business and Business-to-Customer.
- Worked with over 5,000 products that were to be sold with each product page having individual qualities.
- Advised team and researched throughout the decision-making process to select the eCommerce platform.
- Scheduled and lead multiple meetings throughout the internship.
- Designed poster ads, business cards, and other graphic design projects throughout internship.
- Worked with product management and the eCommerce connector Celigo to develop a simplistic flow of products to the website.
- Developed wholesaler accounts to create a distinct website with unique characteristics with each wholesaler account.
- Took pictures for Merrill Manufacturing to use on the website to create a custom feel.

May 2018
Current

Graphic Designer

Creative Market Online

Designs templates for Creativemarket.com for purchase. Designs templates for different computer systems such as: Powerpoint, Word Document, Google Drive, InDesign and Website layout. Maintains and updates current templates for purchase and develops innovative designs weekly.

2015
2018

Hostess

District 36 Wine Bar & Grill, Ankeny IA

Provided consumer satisfaction while maintaining a positive relationship with employer and fellow employees. Strived to exceed expectations at every opportunity during completion of tasks and requirements.

2014
2016

Sales Associate

Famous Footwear, West Des Moines IA

Internalized valuable knowledge of retail business and consumer satisfaction while achieving monthly sale goals.

STUDY ABROAD

July 2017

International Studies in Berlin

Study Abroad Program

Received scholarship and obtained role of Captain where extensive German language skills were used to aid non-German speaking ISU students in their navigation of Berlin and German culture. Enhanced independence of living and traveling Europe including time spent in Prague, Dresden and visiting friends in Bonn.

July 2009
July 2012

Bonn International School

Bonn, Germany

While living abroad with family, attended the International Middle Years Programming at Bonn International School in Bonn, Germany. Cultivated a unique awareness and appreciation of diverse cultures while acquiring skills in adjusting to new environments and participation in extensive travel. Competed in International soccer, basketball and track at the middle school level. Earned a starting position on Rot-Weiss Merl German regional soccer team.