

Ashleigh Pfander

Graphic Designer | Illustrator | Full-Stack Developer

Columbus, OH

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Graphic Designer & Illustrator with a strong focus on typography, vintage styles, and motion design. Thrives in a fast-paced environment and is able to work independently, as well as collaborate with a team.

Work Experience

Graphic Designer

Tonic Studios | Columbus, OH

November 2017 – May 2024

- Completed high quality apparel mockups for clients within less than a 24-hour turnaround time
- In charge of up to 6+ client mockups daily
- Resourceful when making artwork print ready
- Printed out artwork 1-2 weeks in advance allowing future jobs to be completed ahead of schedule
- Managed and edited social media content by posting up to 3 posts a week and attracting in new clients
- Created custom designs for clients within a 2-week timeframe
- Conceptualized original giveaway branded garments
- Updated and maintained the business website using Squarespace

Freelance Designer

Columbus College of Art & Design | Columbus, OH

March 2017 – September 2017

- Made edits and finished up projects for social media, email, or web purposes
- Designed new pieces for events & marketing ads
- Mocked up designs for school merch
- Recreated and redeveloped the viewbook for prospective students

MarCom Student Worker

Columbus College of Art & Design | Columbus, OH

February 2016 – December 2016

- Helped create and facilitate the intranet for current students and faculty
- Made edits to and uploaded images to CCAD website and intranet to enhance website performance
- Provided email management by creating announcements, banners, and organizing email addresses
- Worked on projects as needs arose from leadership

Proficiencies

Technical

HTML, CSS, JavaScript, TypeScript, React, jQuery, APIs, Node.js, Express.js, MySQL, MVC, Sequelize, MongoDB, Mongoose, MERN, Git, RESTful APIs

Design

Adobe Creative Suite, Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Procreate

Soft

Organization, Attention to Detail, Problem-Solving, Adaptability, Communication, Collaboration, Reliable, Critical Thinking, Time Management, Multi-tasking

Education

The Ohio State University + EdX

Certificate in Full-Stack Flex Coding

November 2023 – May 2024

Columbus College of Art & Design

Bachelors of Fine Art in Advertising & Graphic Design

August 2014 – December 2016

Sinclair Community College

Associate of Applied Science in Visual Communications

August 2012 – May 2014