

# ASH-DEE STIFTER

ashdee-design.com

## education

### **The School Of The Art Institute Of Chicago**

Bachelor of Fine Arts :: Visual Communications and Photography  
Graduation 05.2007

### **Waterstreet Glassworks :: Benton Harbor MI**

Glassblowing Intensive :: 01.2006

### **Johnson & Wales University :: Providence RI**

Bachelor of Science Graphic Design & New Media 9.2003 - 5.2004

## skills

Adobe Creative Suite, Wordpress, CSS, Microsoft Office

Photography + Photo-shoot Art Direction

Social Media Management and Creation

Chandler & Price Letterpress Print and Design

## experience

### **SPRINKMAN REAL ESTATE . 8.16 - PRESENT**

MARKETING/CREATIVE DIRECTOR . MADISON WI

Marketing and creative director for a \$260 million boutique real estate agency in Madison, WI

Creative oversight of all 3 Brands —Sprinkman Real Estate, Blackdog Property Management + Sprinkman Design Collective

Manage individual marketing strategy for 25 agents

Direct design staff and oversee external business relationships

Implementation of lead generation strategy including web design, Google analytics, digital and social ads

Manage and creation of our \$200,000 company marketing budget

### **UW FOUNDATION & ALUMNI ASSOCIATION . 2.16 - 8.16**

SENIOR DESIGNER . MADISON WI

Create invitations for alumni events, publications, proposal design, solicitations (direct mail) to raise money for the university. Art Direct photo-shoots and act as photographer for internal shoots.

### **BRAVA MAGAZINE . 8.14 - 8.16**

ART DIRECTOR . MADISON WI

Layout/Magazine editorial design, art direct photo-shoots and maintain bravamagazine.com, art direction and web designer Kids + Women's Expo, THRIVE speaking events, BRAVA Enterprises branding/collateral, Ad Traffic Controller, all things BRAVA!

### **BACHMAN BRAND DEVELOPMENT (BBD) . 10.13 - 5.14**

GRAPHIC DESIGNER . MILWAUKEE WI

Conceptualization & design of projects from start to finish

Design branding systems and collateral for Johnson and Johnson Corporation such as Glade Fragrances, Ziploc and Johnson Outdoor

Development of graphics, advertising, packaging & trending for external corporate accounts such as Glade Fragrances

### **REMINGTON PRODUCTS . 4.10 - 10.13**

SENIOR PACKAGE DESIGNER . MADISON WI

Conceptualization & design of projects from start to finish

Design innovative and cost effective packaging for North American women's haircare markets, i.e. Target, Walmart, Ulta

Development of graphics, advertising, packaging & trending for internal and external accounts for women's hair care + men's shaving

International relationships with Chinese Printer + Distribution centers

### **COLOR & MATERIALS DESIGNER**

Create color, texture, and graphic specifications for Remington products with global applications

Research and develop mood boards and color trending in conjunction with Color & Materials for men's and women's hair products