






ASHMITA L. LACY

Designer & Creative Thinker

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-  LinkedIn
-  Portfolio
-  Oakland, CA

Profile

Creative designer with experience in project discovery and planning, creating design from crafting concepts, brand strategy and producing high-quality marketing and promotional materials for web, video and print through thoughtful interactions & experiences.

Education

Bachelor of Applied Science

Degree: Motion & Graphic Design

Ex'pression College for Digital Arts
Emeryville, CA | 2014

Associates of Arts Degree

Visual Communications

Fashion Institute of Design
and Merchandising
San Francisco, CA | 2005

Certificate of Completion

Integrative Nutrition

Institute for Integrative Nutrition
2020

Skills

Adobe Creative Suite
Cinema 4D
Sketch
Salesforce Marketing Cloud
ProofHQ & Ziflow
Monday
Workfront
HTML/CSS
Microsoft Suite

Experience

Art Director

Ten-X - San Mateo, California | 2018 – Present

From concept creation to evolving design language, systems and brand guidelines in the form of print, digital, video, animations, events and social media content and campaigns.

- Define brand attributes and ensure brand consistency across the customer experience, working closely with project managers, product designers, marketing managers, editors, public relations and events.
- Designing and creating the Ten-X's story, product value and messaging to resonate with audience.
- Champion brand standards, help set creative strategy, conduct research and data insights to inspire creative concepts.

Senior Visual Designer

Viscira LLC - San Francisco, California | 2016 – 2018

Establish direction, and design solutions from concept development to execution for high-impact designs including tablets, tradeshow, web, and mobile platforms.

- Present projects to clients, provide leadership, and oversight on various project assignments. Working in collaboration with UI/UX designers, software developers to ensure implementation of design.
- Clients: BioMarin, GSK, Genetech, Exelexis, BioGen

Animator & Designer

LaunchSquad - San Francisco, California | 2014 – 2015

Made individual design contributions on key projects and provided design guidance through every aspect of a project life-cycle such as storyboarding, concept creation, asset production, messaging, and motion graphics.

- Clients: Snowflake, Decoro, Pyrus

Multimedia Designer

UC Berkeley - Berkeley, California | 2013 – 2014

Provide research assistance and other support for publication development efforts for Berkeley Resource Center for Online Education. Produced a variety of digital curriculum and communications projects including, but not limited to moderately complex visual treatments, marketing and brand development, design and layout for web-based content, motion graphics and complex digital storytelling.

- Designed 10 course projects

Graphic Designer

Tu'eL Skin Care - Oakland, California | 2012 – 2013

Coordinated the production of high-impact marketing campaign in efforts to re-brand Tu'eL through social media, ad campaigns, marketing materials, package & product design, product animations, event materials & booth design, email newsletters and animated advertisements.