

Ashlyn Killham

SENIOR GRAPHIC DESIGNER

PHONE: (602) 708-1637

EMAIL: Ashlynkillham@gmail.com

WEBSITE: www.ashlynkillham.com

LOCATION: Brooklyn, NY

PROFILE

I'm a Senior Graphic Designer based in Brooklyn, NY, with over a decade of experience crafting playful yet elevated designs that engage and inspire. My expertise spans social ads, email campaigns, print and packaging design, social media assets, and product design—always with the client and customer in mind. Beyond design, you'll find me hosting themed parties, enjoying a tiki cocktail, or perfecting my skeeball game.

SKILLS

- Branding & Visual Identity
- Packaging Design
- Product & Merchandise Design
- Print & Collateral Design
- Digital & Social Media Design
- Email Marketing Design
- Campaign Concepting
- Motion Graphics
- Illustration
- Typography & Layout
- Art Direction
- Brand Storytelling
- Trend Research
- Cross-Functional Collaboration
- Asset Management
- Adobe Creative Suite
(Photoshop, Illustrator, InDesign, After Effects)
- Figma
- Klaviyo
- Canva
- Asana
- Google Workspace

EDUCATION

Fashion Institute of Design & Merchandising

- Visual Communications - 2013
- Graphic Design - 2017

EXPERIENCE

Senior Graphic Designer | Freelance 2020 - 2026

- Create cohesive branding and logo systems for small businesses, events, and personal brands.
- Design product packaging, apparel graphics, and merchandise for print-on-demand and retail.
- Develop marketing and digital assets for web and social media campaigns.
- Concept and produce posters, invitations, and other printed materials.
- Provide custom illustrations and creative direction tailored to each client's aesthetic.

Senior Graphic Designer | Birdy Grey 2021 - 2025

- Led end-to-end product packaging design from concept to production, including hang tags, poly mailers, and specialty wraps.
- Created high-performing email campaigns (marketing and lifecycle), web assets, and social content (organic and paid), reinforcing cohesive brand storytelling.
- Partnered directly with the CEO and marketing leads on brand refreshes, including the Groomsmen collection, The Monogram Shop, and Bach Party.
- Art directed and launched The Monogram Shop experience—defining typography, sizing, color palettes, and customization guidelines.
- Designed and developed new physical and digital products (bridesmaid boxes, enamel pins, totes, t-shirts and printable games).
- Produced OOH ads, direct mail, and digital ads for seasonal campaigns and brand awareness.
- Edited and designed motion graphics and title screens for branded YouTube content.

Graphic Designer | The Little Market 2019 - 2020

- Reimagined packaging design for artisanal products, aligning visual identity with brand ethos and mission.
- Designed the nonprofit's annual impact report, as well as educational inserts and promotional collateral.
- Handled all creative assets for fundraising events and retail activations, including invitations, signage, and programs.
- Liaised directly with print vendors to ensure accurate production across all touchpoints.

Graphic Designer | Sugarfina 2017 - 2019

- Created custom product packaging for top-tier clients such as HBO, Coca Cola, Fred Segal and Houston Rockets.
- Designed custom wholesale products, company catalogs and stock sleeves.
- Designed email marketing, animated social assets, and seasonal campaigns.
- Collaborated cross-functionally with vendors to manage timelines and execution.