



# **ASHLEE DIGEL**

## **GRAPHIC DESIGNER**

phone: 281-928-1346

email: [ashleedigel@gmail.com](mailto:ashleedigel@gmail.com)



# UNIVERSITY OF SOUTHERN MISSISSIPPI

2014-2017

Bachelor of Fine Arts in Graphic Design.  
Worked at Rise Creative, a student-run design agency.

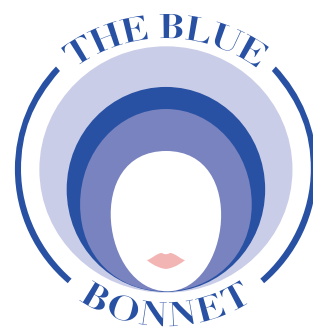


### Hotel Branding

The challenge for this project was to work with an interior design student to create a brand for her hotel. The student wanted a "modern Southern" design and needed a logo for the hotel and the five shops, a brochure, a business card, a key card, and a wayfinding system.



THE PEACH PETAL



Logos



Facade



Hotel Key Card



Hotel Key Card



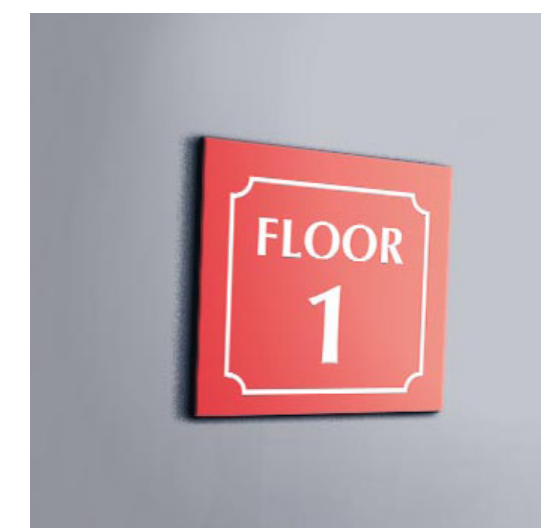
Brochure (ADDY'S Student Silver Award Winner)



Business Card



Business Card



Wayfinding System



## Cross Roads Packaging

My goal was to create a brand that has a Mississippi influence that could be applied to packaging. I chose the name Cross Roads to reference the Faustian myth of Robert Johnson selling his soul to achieve success in his music career. I chose to package a wine bottle, candle, and matchbox. I made use of a black and white color palette to balance out the multiple modular areas that contain information and images, so the design does not overwhelm the viewer.



Match Box



Wine Label

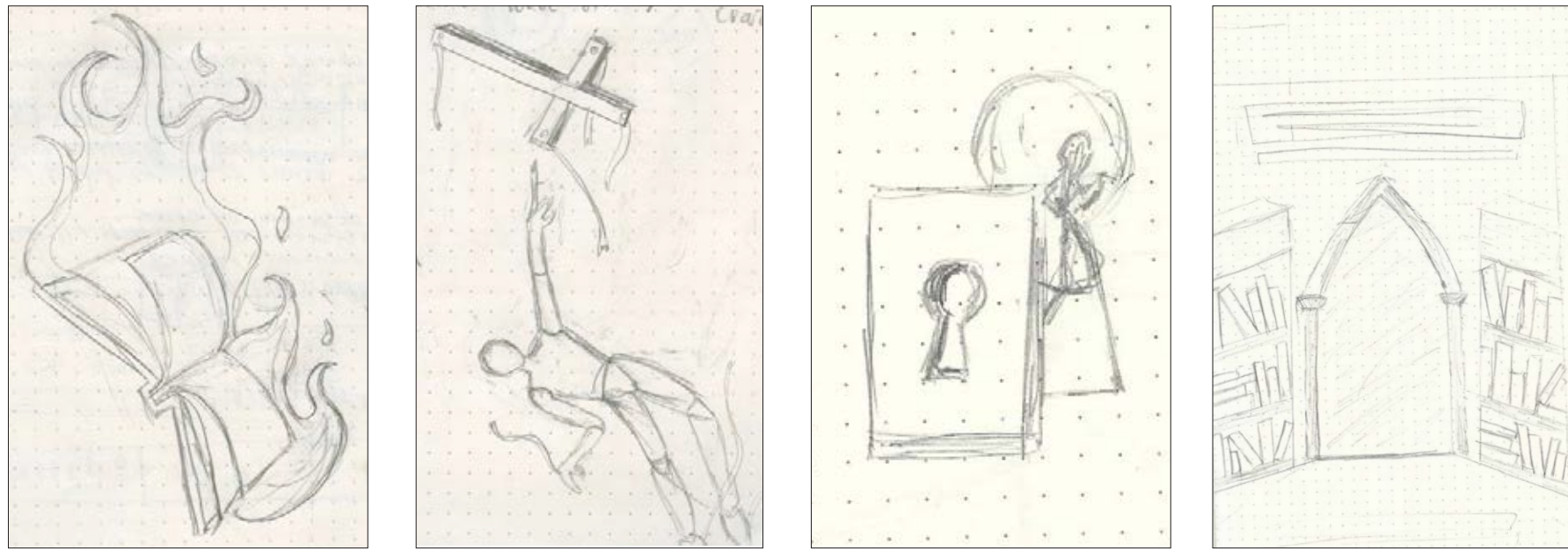


Candle Label

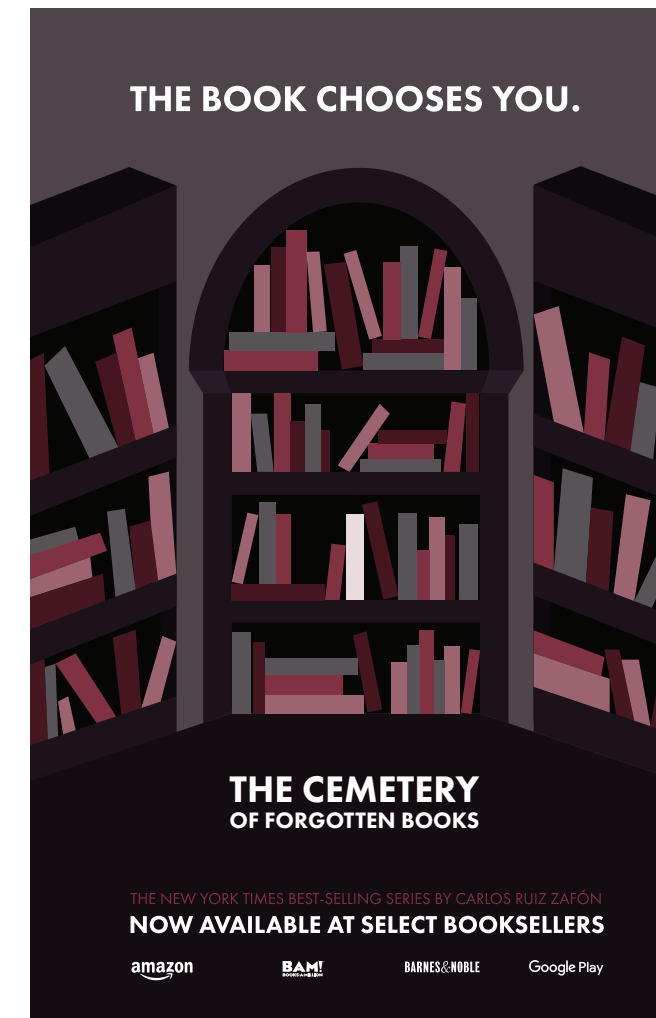


## The Cemetery of Forgotten Books Campaign

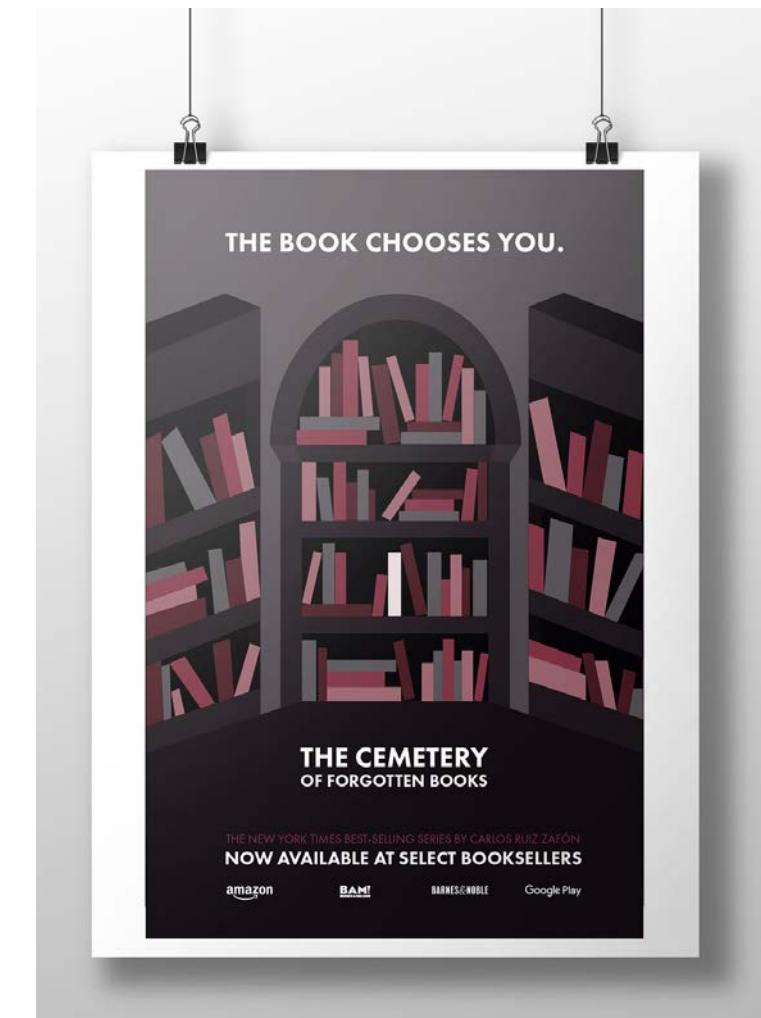
In order to create a consistent book series campaign, a system was put into place. This system implements an illustration, icon, and slogan that is drawn from a certain aspect of the book. For example, the book burning in *The Shadow of the Wind* inspired the burning book illustration, flame icon, and the slogan of "You can't burn your past."



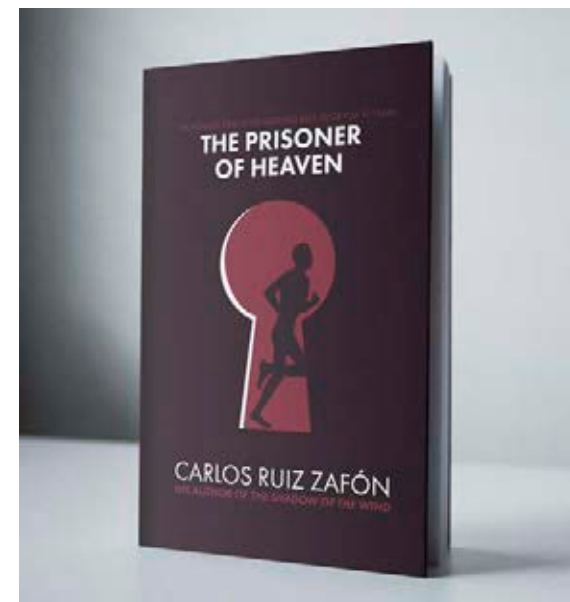
Sketches



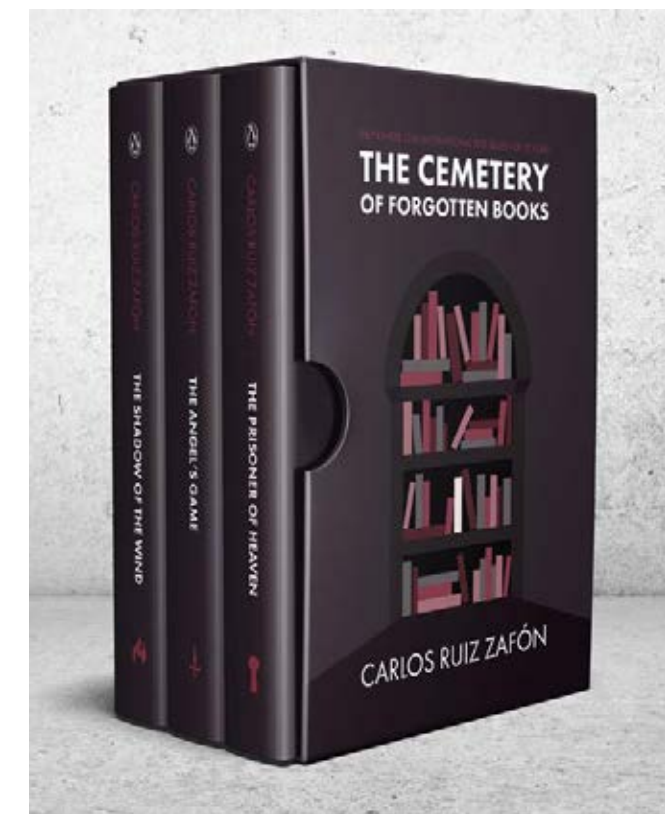
Poster



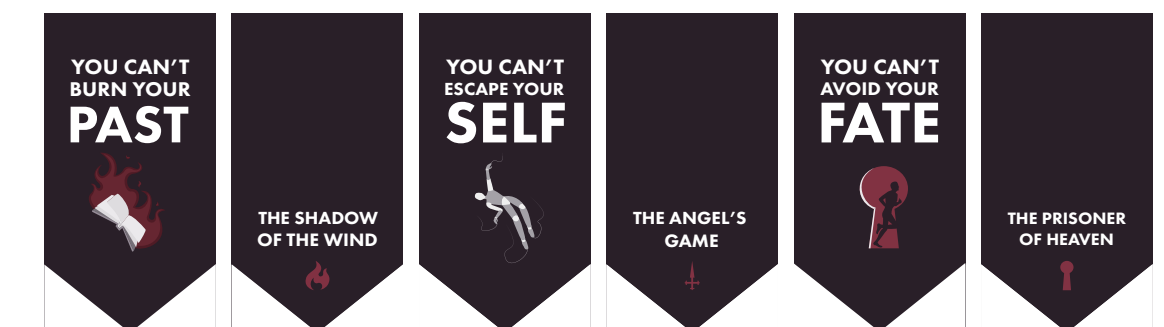
In-Store Display



Front of Book Covers



Book Box Set



Bookmarks



Back of Book Covers



Mugs



## Right Meow Cat Cafe

Right Meow's branding draws inspiration from the Swiss Style and mid-century modern design and combines them in a way that communicates a message that is as playful and bold as the cats that live in the cafe. A funky color palette, organic shapes, and illustrations that use mis-registration create the tone that is used throughout this extensive campaign.



Coffee Mug



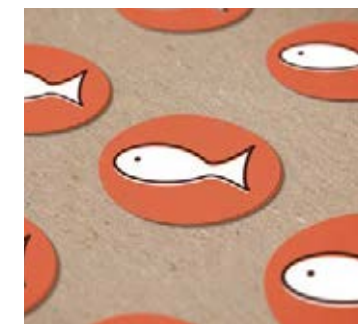
T-Shirt



Apron



Stickers and Buttons



Coffee Roaster Bag



**ORDERING IS AS EASY AS 1, 2, 3!**

**1 CHOOSE THE SIZE FOR HERE OR TO GO**

8oz	16oz	8oz	16oz
-----	------	-----	------

**2 YOUR CHOICE OF HOT OR ICED COFFEE**

<i>Tropical Brew</i>	8oz \$2.00 16oz \$3.00	<i>Spiced Roast</i>	8oz \$2.00 16oz \$3.00
<i>Italian Roast</i>	8oz \$2.00 16oz \$3.00	<i>Flat White</i>	8oz \$2.00 16oz \$3.00
<i>Hub Brew</i>	8oz \$2.00 16oz \$3.00	<i>French Roast</i>	8oz \$2.00 16oz \$3.00

**3 YOUR CHOICE OF EXTRAS 60¢ A PIECE**

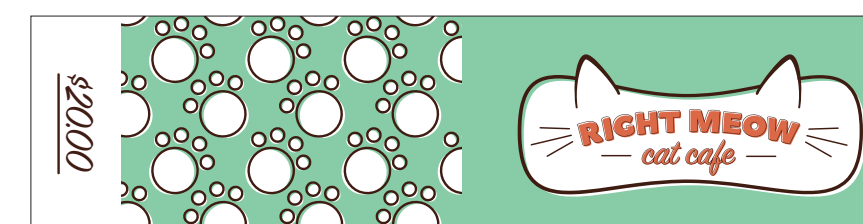
**TREAT YOURSELF!**

<b>Ice Cream</b>	<b>Spices</b>	<b>Liqueurs</b>	<b>Syrups</b>
Butter Pecan Caramel Chocolate Strawberry Vanilla	Anise Cardamom Cinnamon Ginger Nutmeg	Bailey's Cointreau Kahlua Richter Sambuca	Caramel Chocolate Hazelnut Pumpkin Vanilla

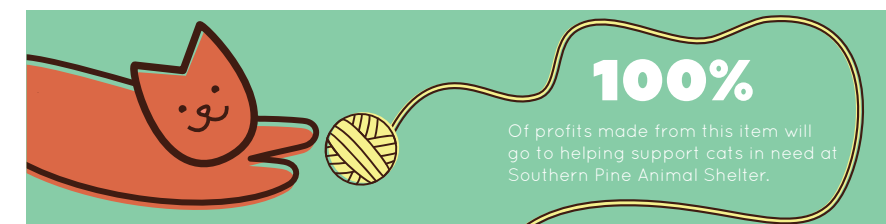
Coffee Menu



Coffee Cups



Price Tag





# ASSOCIATED GROCERS

2018-2021

Designed sales papers, print media, and digital media for Associated Grocers and retail stores connected to the company.

## Logos

THE MARKETS  
1969 **50** 2019  
ANNIVERSARY



## Shirts



## Posters





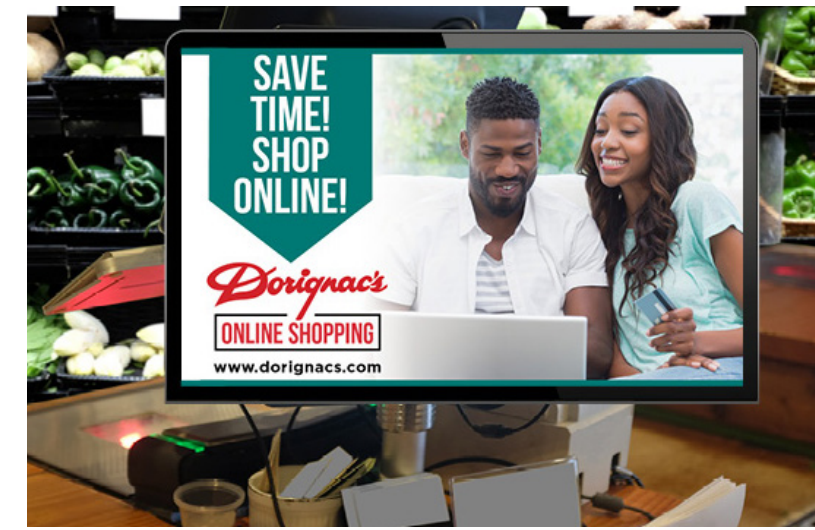
Flyer



Brochure



Campaign



Check Out Screen Savers



Window Sign



Parking Sign



Buttons



Table Tent Sign



Extended Iron Man



Bag Stuffer

**GAME DAY SAVINGS!**

19 oz. Selected Johnsonville or 16 oz. Jimmy Dean **Bratwurst or Sausage \$3.99**

15 oz. Selected No Beans **Hormel Chili 2/\$3**

38 oz. Plastic Bottle **Heinz Ketchup \$2.99**

14-16 oz. Selected Kraft **Salad Dressing \$1.79**

128 oz. Selected **Red Diamond Iced Tea 2/\$5**

10-13-30-24  
DOWN TO GO BALL ON CTR  
2 1 3 4 0 1 1

23.5-38 oz. Selected **Edwards Pies \$4.99**

6 Fresh **Limes 6/\$1**

26 oz. Selected Cafe Valley **Crepe Cakes \$4.99**

8-11 oz. Selected **TGI Fridays Appetizers 2/\$5**

6.5-7 oz. Selected **Reddi Wip 2/\$5**

15-40 ct. Selected Solo **Cups, Plates or Bowls \$2.99**

5.5-6.57 oz. Selected **Pringlos Chips 2/\$3**

16 oz. Selected **Planters Peanuts 2/\$5**

2.4 pk. Selected **On the Border Microwavable Popcorn 2/\$5**

11.3-15.3 oz. Selected **Shurline Cookies \$1.79**

**JULY 4TH Star-Spangled Salabration**

10-13-30-24  
DOWN TO GO BALL ON CTR  
2 1 3 4 0 1 1

USDA Select **Boneless Brisket \$2.99 lb.**

128 oz. Selected **Red Diamond Iced Tea 2/\$4**

17 oz. Selected **BRYAN FRANKS 99c**

17 oz. Selected **HORMEL NO BEANS CHILI 2/\$3**

128 oz. Selected **SWEET RED CHERRIES \$1.99 lb.**

17 oz. Selected **ROYAL KRAFT VEGETA LOAF \$6.99**

10 oz. Selected **Ro-Tel Diced Tomatoes 10/\$10**

17 oz. Selected **SHOWBOAT PORK & BEANS 3/\$3**

17 oz. Selected **MARIE CALLENDER'S DESSERT PIES \$4.99**

17 oz. Selected **BOUNTY PAPER TOWELS \$6.99**

10-13-30-24  
DOWN TO GO BALL ON CTR  
2 1 3 4 0 1 1

BUY NOW. FREEZE NOW!

10-13-30-24  
DOWN TO GO BALL ON CTR  
2 1 3 4 0 1 1

10 lb. Bag Selected **Kingsford Charcoal \$7.99**

17 oz. Selected **ROYAL KRAFT VEGETA LOAF \$6.99**

10 oz. Selected **Ro-Tel Diced Tomatoes 10/\$10**

17 oz. Selected **SHOWBOAT PORK & BEANS 3/\$3**

17 oz. Selected **MARIE CALLENDER'S DESSERT PIES \$4.99**

17 oz. Selected **BOUNTY PAPER TOWELS \$6.99**

10-13-30-24  
DOWN TO GO BALL ON CTR  
2 1 3 4 0 1 1

Front Page

Back Page

Front Page

Back Page

10 oz. Selected **Ro-Tel Diced Tomatoes 5/\$5**

32 oz. Selected Kraft **Velveta Loaf \$6.99**

16 oz. Selected Pace **Picante Sauce or Salsa 2/\$4**

8.8-12.5 oz. Selected **Old El Paso Taco Dinner Kits 2/\$4**

16 oz. Selected **Shurline Peppers \$1.69**

18 pk. **Kraft Singles \$2.99**

20 oz. Squeeze Bottle **French's Mustard 2/\$4**

18 oz. **Lee & Pomeroy Worcestershire Sauce \$3.99**

10-13-30-24  
DOWN TO GO BALL ON CTR  
2 1 3 4 0 1 1

10 oz. Selected **Moore's Marinade 2/\$5**

20-26 oz. Selected **Rosina Meatballs \$5.99**

10 oz. Selected **Dean's Dips \$1.79**

740 oz. Selected **Seafood Dips \$2.99**

3.75-13.7 oz. Selected **Nabisco Crackers 2/\$5**

10-13-30-24  
DOWN TO GO BALL ON CTR  
2 1 3 4 0 1 1

Middle Spread

50% Lean **Ready to Cook Hamburger Patties \$10**

17 oz. Selected **ROYAL KRAFT VEGETA LOAF \$6.99**

10-13-30-24  
DOWN TO GO BALL ON CTR  
2 1 3 4 0 1 1

17 oz. Selected **SHOWBOAT PORK & BEANS 3/\$3**

17 oz. Selected **MARIE CALLENDER'S DESSERT PIES \$4.99**

17 oz. Selected **BOUNTY PAPER TOWELS \$6.99**

10-13-30-24  
DOWN TO GO BALL ON CTR  
2 1 3 4 0 1 1

10 oz. Selected **Ro-Tel Diced Tomatoes 10/\$10**

17 oz. Selected **SHOWBOAT PORK & BEANS 3/\$3**

17 oz. Selected **MARIE CALLENDER'S DESSERT PIES \$4.99**

17 oz. Selected **BOUNTY PAPER TOWELS \$6.99**

10-13-30-24  
DOWN TO GO BALL ON CTR  
2 1 3 4 0 1 1

Middle Spread



# PHILLY DAT UP

2020-2021

Philly Dat Up is a Louisiana Philly Cheesesteak fast food restaurant that needed a logo and digital menu board design.



## Philly Dat Up

For this freelance project, the owner wanted a logo and digital menu board created that was fun, inviting and exciting. In order to achieve this goal, a vibrant and food psychology oriented color palette of yellow, oranges, red and dark brown was chosen. Also, high contrast designs and photos paired with bold typography and hand drawn elements grab the viewers' attention and direct them to the delicious offerings of Philly Dat Up's Philly cheesesteaks and more.



PHILLY CHEESESTEAKS		FULLY DRESSED		Onion, Cheese, Lettuce, Tomato, Mayonnaise	
<b>1</b>	<b>Philly Cheese Steak</b> Steak ..... \$6.19 ..... \$8.39	<b>5</b>	<b>Philly Chicken</b> Chicken ..... \$6.19 ..... \$8.39	<b>9</b>	<b>Beach Bum</b> Chicken & Shrimp ..... \$7.09 ..... \$9.59
<b>2</b>	<b>Philly House Special</b> Steak   Bell Pepper   Mushroom ..... \$6.59 ..... \$8.89	<b>6</b>	<b>Philly Shrimp</b> Shrimp ..... \$7.09 ..... \$9.59	<b>10</b>	<b>Chicken Club</b> Chicken   Bacon Bits   Mustard ..... \$6.89 ..... \$9.19
<b>3</b>	<b>Surf &amp; Turf</b> Steak & Shrimp ..... \$7.09 ..... \$9.59	<b>7</b>	<b>Philly Chick Steak</b> Steak & Chicken ..... \$7.19 ..... \$9.69	<b>11</b>	<b>Philly Dat Up</b> Steak   Chicken   Shrimp   Bell Pepper ..... \$8.39 ..... \$11.19
<b>4</b>	<b>Philly BBQ</b> Steak   Bacon Bits   BBQ ..... \$6.89 ..... \$9.19	<b>8</b>	<b>Hawaiian Delight</b> Chicken   Shrimp   Bell Pepper   Sweet & Sour ..... \$7.39 ..... \$9.99	<b>12</b>	<b>Shrimp Po-Boy</b> Popcorn Fried Shrimp ..... \$7.09 ..... \$9.59

BURGERS		+ FULLY DRESSED +	
		Onion, Lettuce, Tomato, Pickle, Ketchup, Mayonnaise	
<b>Hamburger</b> .....	\$5.19		
4 oz. Patty			
<b>Cheeseburger</b> .....	\$5.69		
4 oz. Patty with Cheese			
<b>Double Cheeseburger</b> .....	\$6.79		
Two 4 oz. Patty with Cheese			
<b>Hot Sausage Burger</b> .....	\$5.19		
Hot Sausage Patty			
<b>Hot Sausage Cheeseburger</b> .....	\$5.69		
Hot Sausage Patty with Cheese			



COLD DRINKS		SMOOTHIES	
Regular.....	\$1.79	Small.....12 oz. ....	\$4.29
Large.....	\$2.49	Medium.....20 oz. ....	\$5.29
Coke   Diet Coke   Sprite   Dr Pepper   Root Beer   Fanta Orange   Gold Peak Tea   Hi-C Fruit Punch   Lemonade   Strawberry Lemonade		Large.....32 oz. ....	\$6.29
<b>CHICKEN NUGGETS</b>		Strawberry   Strawberry Banana   Banana Banana   Strawberry Peach Banana   Blueberry Banana   Blueberry Pineapple   Oreo   Peanut Butter   Butter Finger   Pineapple Coconut Orange	
8 Pieces.....	\$4.35	<div style="border: 1px solid black; padding: 5px;"> <p><b>+\$3.49 TO MAKE IT A COMBO</b></p> <p>Add regular fries &amp; your choice of drink</p> <p><b>WANNA CHANGE THE FRIES?</b></p> <p>Season Fries .....+\$0.40</p> <p>Cheese Fries .....+\$1.25</p> <p>Chili Fries.....+\$1.25</p> <p>Chili Cheese Fries .....+\$1.75</p> </div>	
12 Pieces.....	\$5.35		
<b>FRIES</b>			
Regular.....	\$1.99 ..... \$2.79		
Season Fries.....	\$2.49 ..... \$3.59	<b>NACHOS</b>	
Cheese Fries.....	\$3.49 ..... \$5.19	Nachos & Cheese.....\$3.99	
Chili Fries.....	\$3.49 ..... \$5.19	Chili Cheese Nachos.....\$4.49	
Chili Cheese Fries.....	\$4.49 ..... \$6.39		
Philly Cheesesteak Fries.....	\$8.49		



# **JIMMY SWAGGART MINISTRIES**

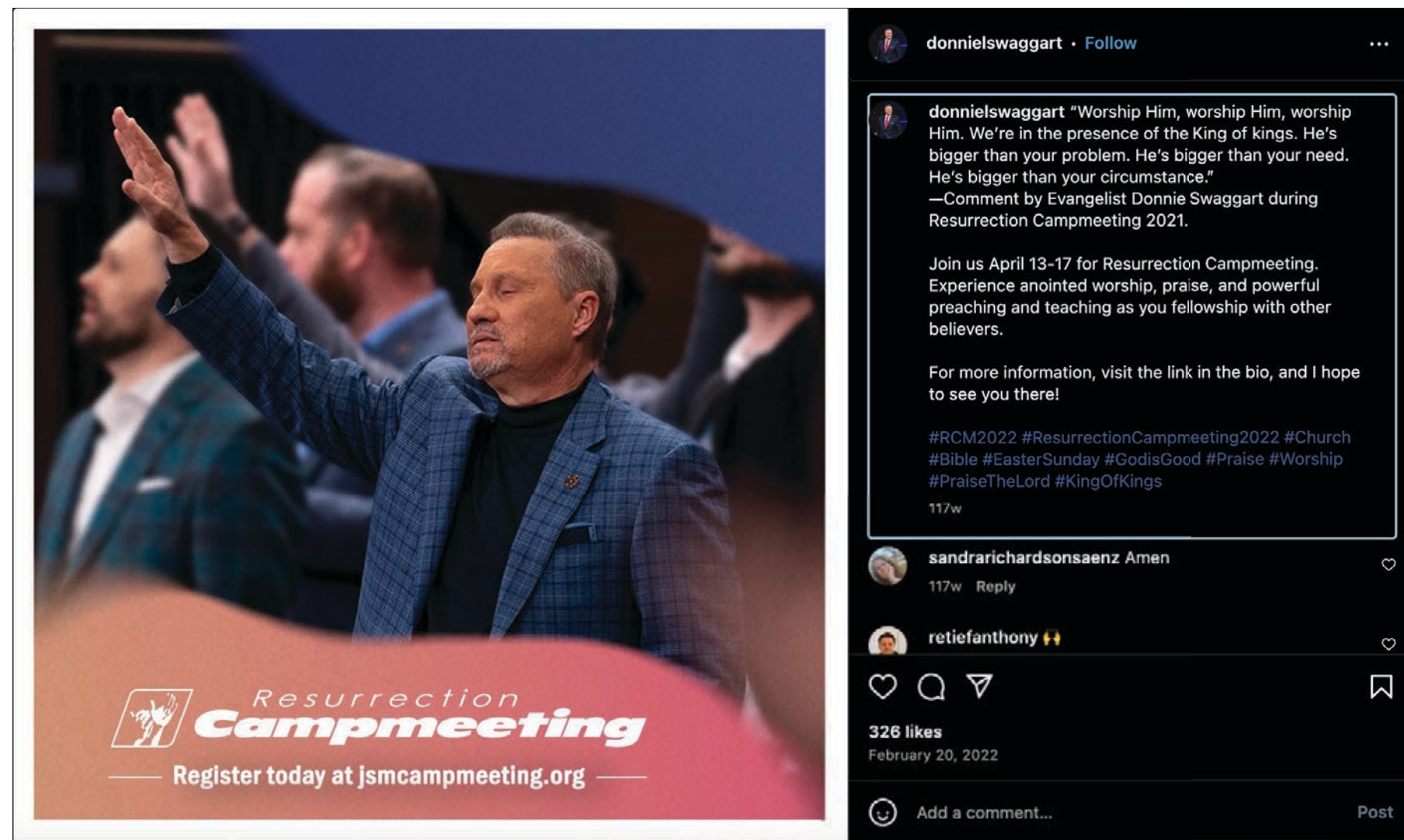
2021-2022

Created and designed content; Wrote, edited, and proofread copy; Planned, managed, and scheduled posts for multiple social media accounts on Instagram, Facebook, and Twitter; Monitored comment sections and replied to clients.

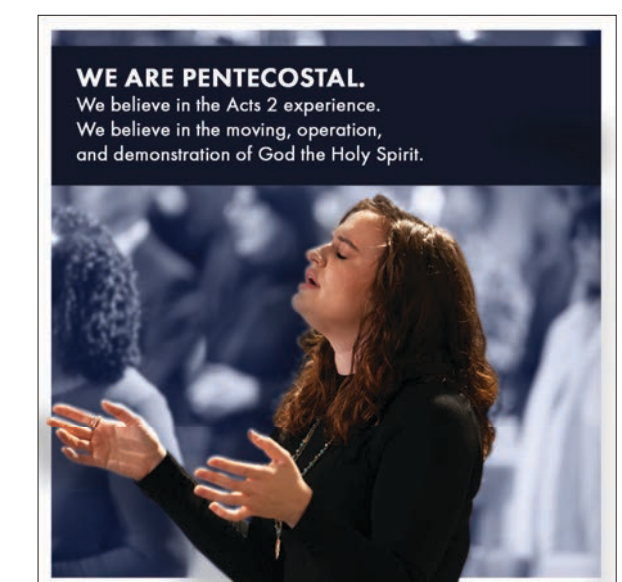
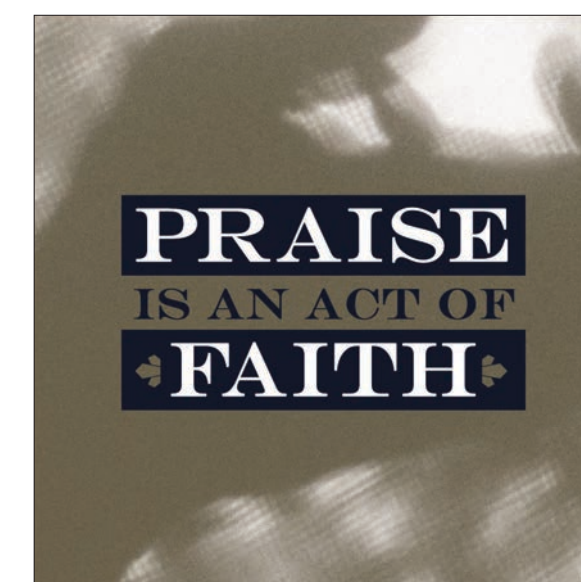
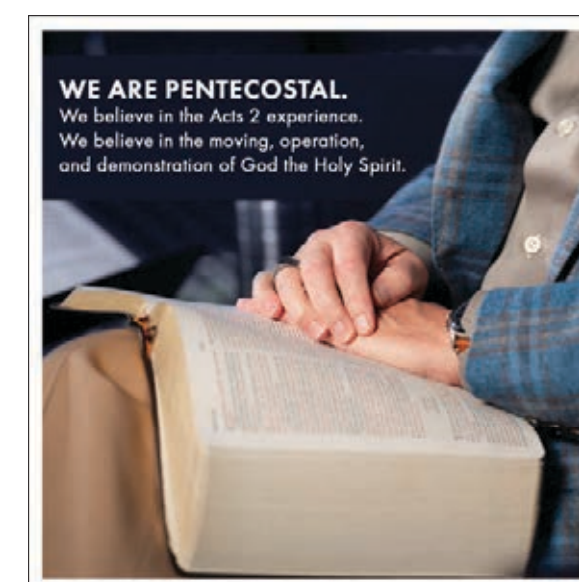
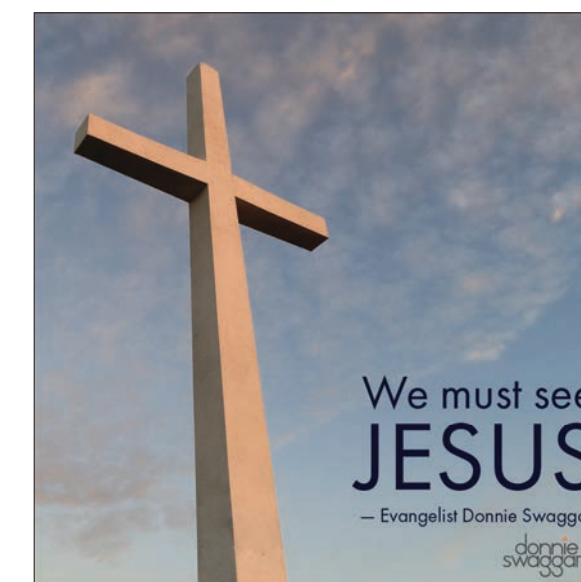
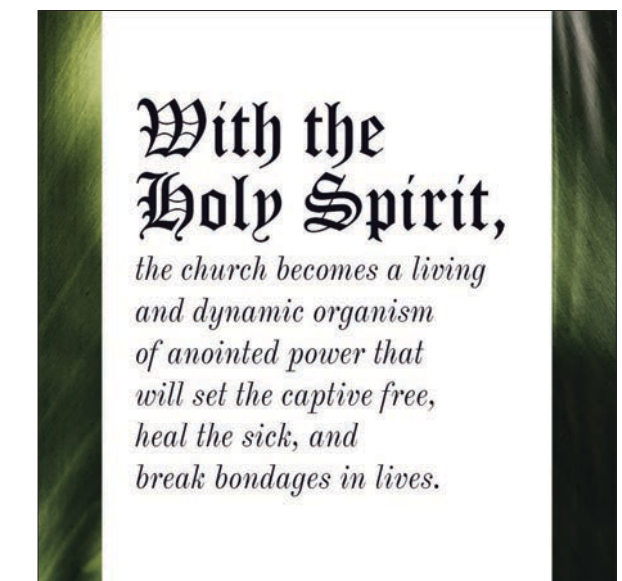
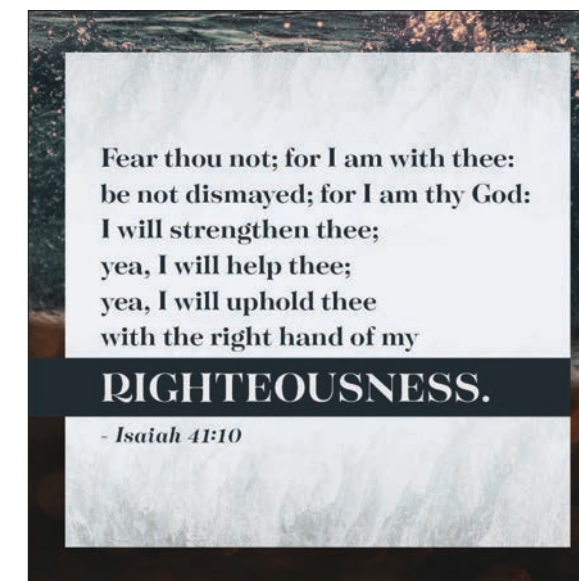
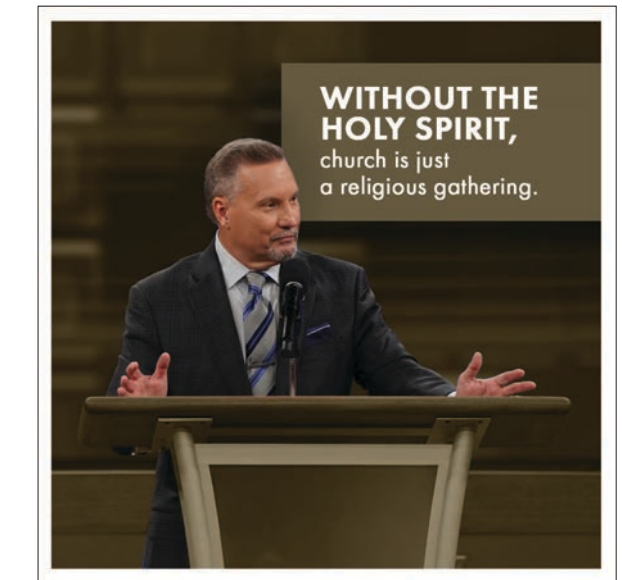
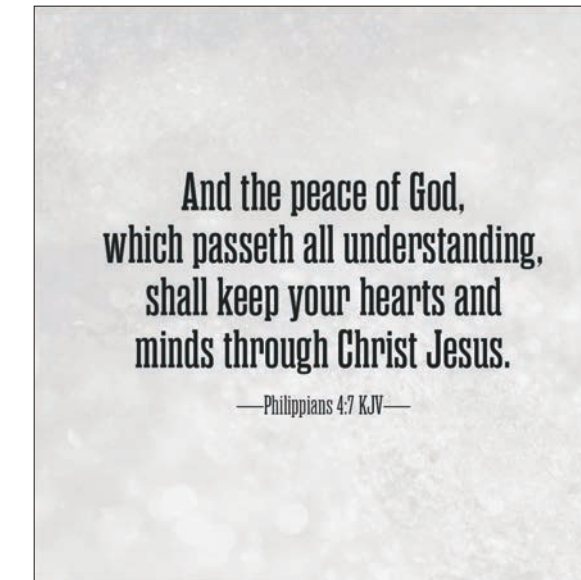
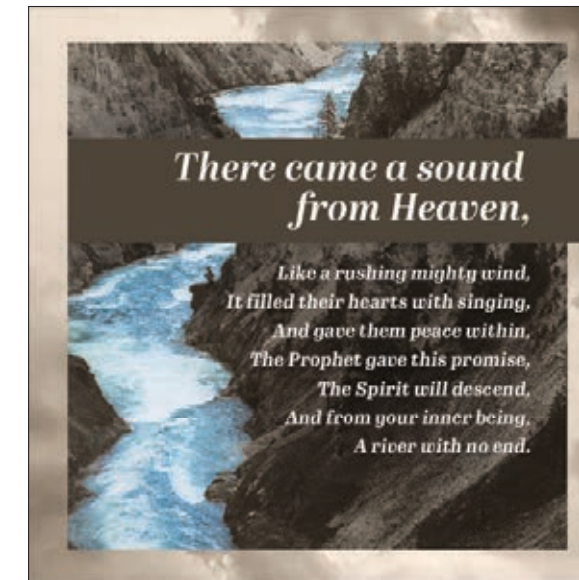


**Content Creation | Social Media Management | Print Media | Digital Design**

During my time at Jimmy Swaggart Ministries, social media was handled by the Creative Services department from conception to posting and beyond. We did it all: Brainstorming, researching, planning, writing, creating, designing, proofreading, editing and analyzing data and more. An emphasis was put on establishing a tone and visual style that was cohesive and recognizable across social media platforms.



Donnie Swaggart's Promotion on Facebook and Instagram for the Resurrection Campmeeting Event



Donnie Swaggart's Posts for Facebook and Instagram



**THANK YOU**  
FOR YOUR TIME

phone: 281-928-1346

email: [ashleedigel@gmail.com](mailto:ashleedigel@gmail.com)