



ASHLEE DIGEL

GRAPHIC DESIGNER

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WORK FROM

THE UNIVERSITY OF SOUTHERN MISSISSIPPI

2014-2017

At USM, I received a Bachelor of Fine Arts in Graphic Design and worked at Rise Creative, a student-run design agency.



The Peach Petal Hotel

Logo | Branding | Wayfinding System | Print Media | Promotional Materials

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 she needed a logo for the hotel and its five shops, a brochure, a business card, a key card, and a wayfinding system. The monochromatic, peach colored magnolia flower was designed with minimalist and geometric inspiration and is used to convey the modern Southern hotel brand the student desired.

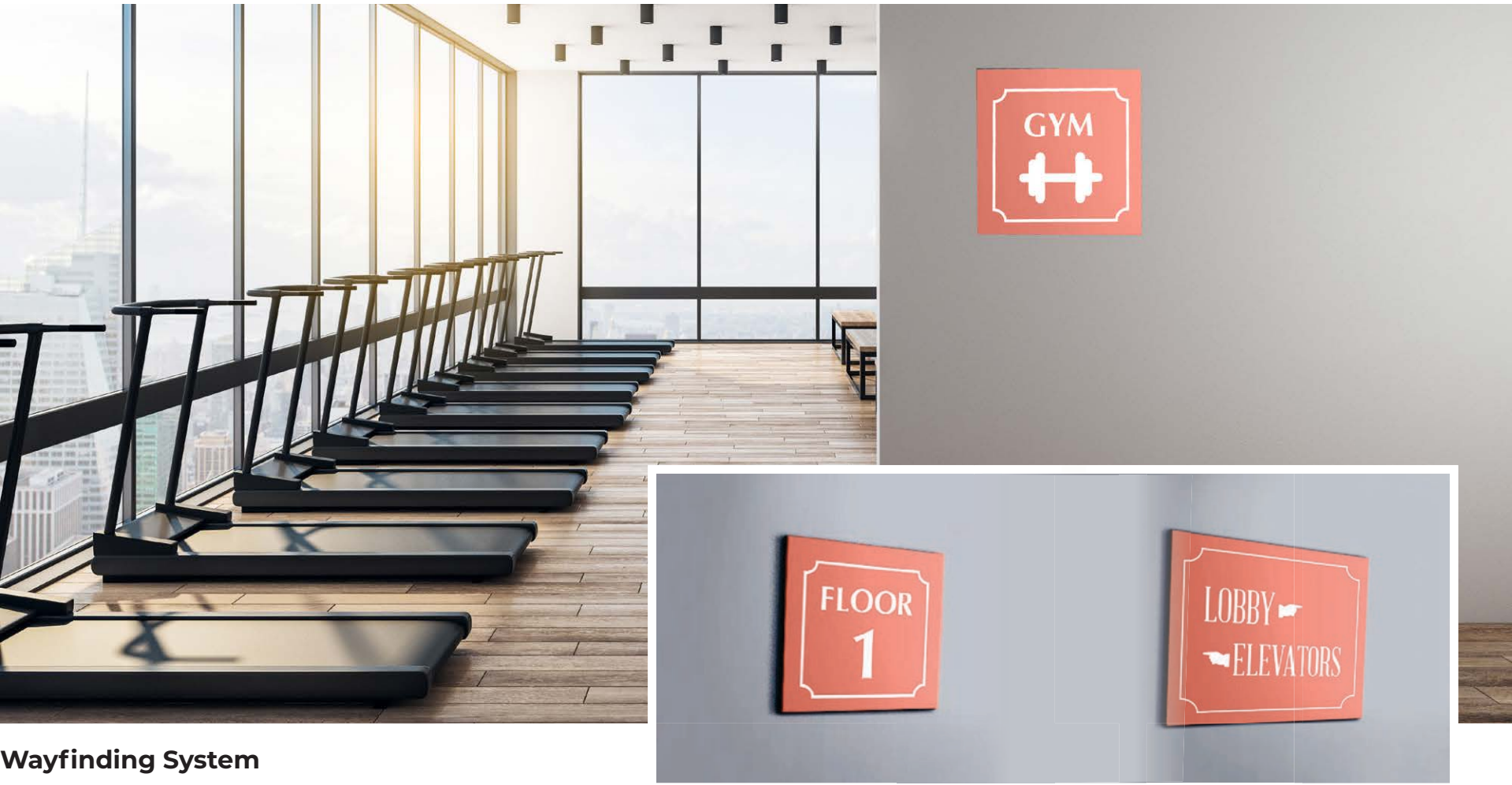


Hotel Shop Logos



Logo Pins + Stickers

Hotel Shop Logo Signs



Wayfinding System



Brochure
(ADDY'S Student Silver Award Winner)



Door Hanger

Towel



Key Card



Business Card

Coffee Cups + Drink Coaster



Cross Roads Packaging

Logo | Branding | Packaging

For this project, a logo and brand that draws inspiration from the state of Mississippi was needed so that it could be applied across multiple packaging designs. Cross Roads was chosen as a nod to the myth of Robert Johnson selling his soul at a cross roads in Mississippi to achieve success and fame as a guitar player. Packaging for a wine bottle, candle, and matchbox were designed with the limited color palette of black and white to balance out the many modular design areas as to not overwhelm the viewer.



Candle



Matchbox



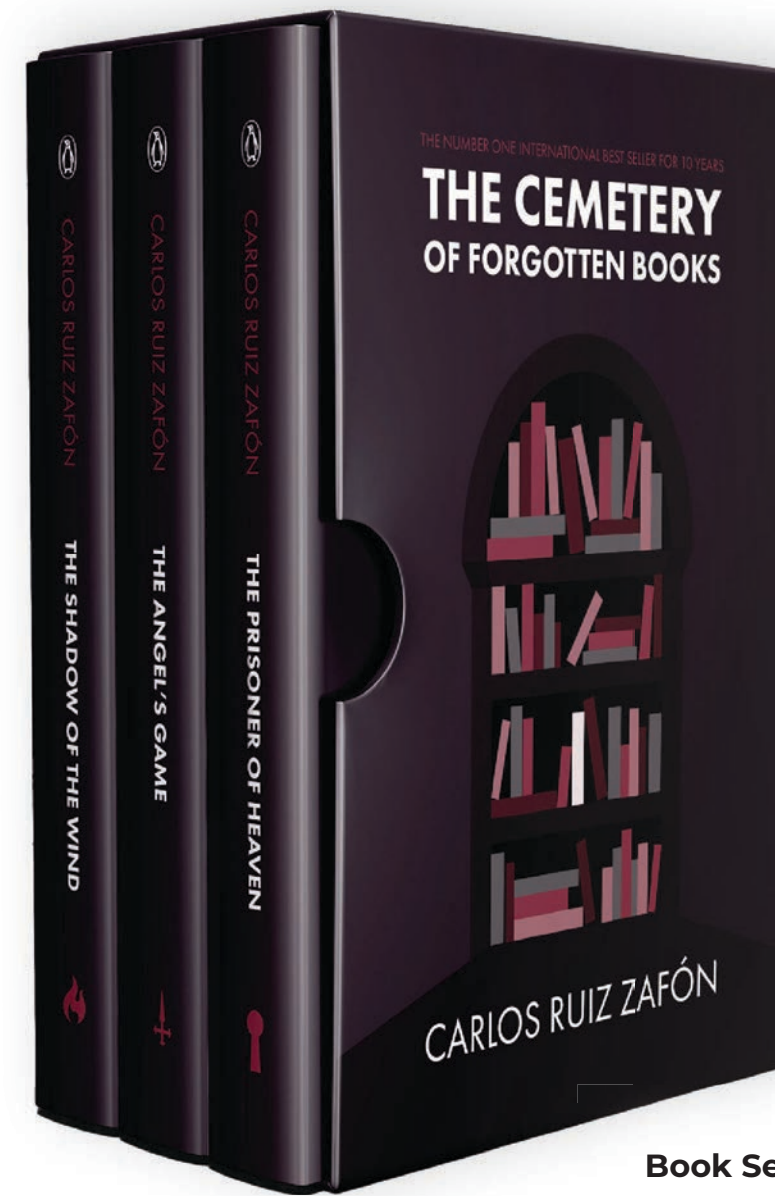
Wine Bottle



The Cemetery of Forgotten Books Campaign

Logo | Branding | Book Cover | Print Media | Promotional Materials

In order to create a consistent design for this book series campaign, a system was created and applied across all of the products. This system implements an illustration, icon, and slogan that is relevant to a certain aspect of each book in the series. For example, the book burning in *The Shadow of the Wind* inspired the burning book illustration, flame icon, and the slogan "You can't burn your past."



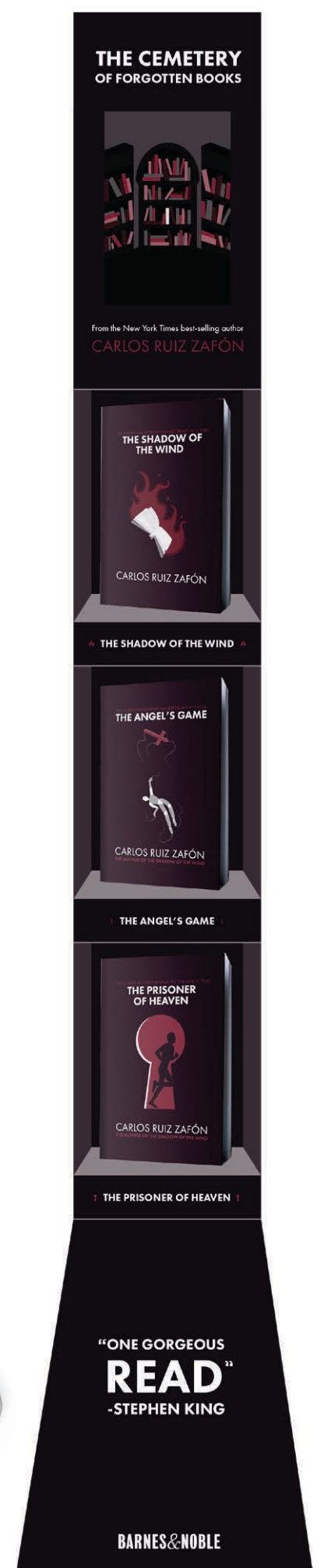
Book Set



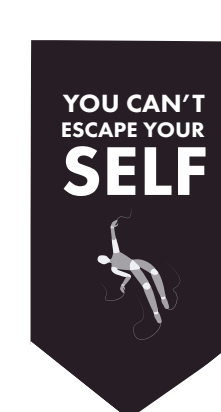
Illustration Sketches + Poster



Book Covers + Matching Mugs



In-Store Book Display



Bookmarks



WORK FROM

ASSOCIATED GROCERS

2018-2021

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



Associated Grocers

Branding | Print Media | Digital Design | Newspaper Design | Marketing Materials

At Associated Grocers, I designed for the company, their member retailers, and other freelance projects the Creative Services Department took on. Work in the department was constant and varied from small business cards for clients to large truck wraps for Associated Grocer's semi-trailer trucks. Delivering high quality products was the result of hard work, effective time management and communication skills, as I collaborated with coworkers and alone on my own assigned projects.



Oak Point's Deli & Bakery Catering Menu

Event Poster

Game Day Savings Promotional Sales Paper



Cover Spread

Inside Spread



Extended Iron Man Sign



Window Sign



Buttons



Check Out Screen Savers



Parking Sign



Table Tent Sign



WORK FOR
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.



WORK FROM

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 followers.



Jimmy Swaggart Ministries

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

During my time at Jimmy Swaggart Ministries, social media was handled by our department from conception to posting and beyond. We did it all: Brainstorming, researching, planning, writing, creating, designing, proofreading, editing, analyzing data, and more. As a social media manager, the goal was to set a tone and visual style that was cohesive and recognizable across social media platforms.



APRIL 13-17

Family Worship Center
Baton Rouge, LA

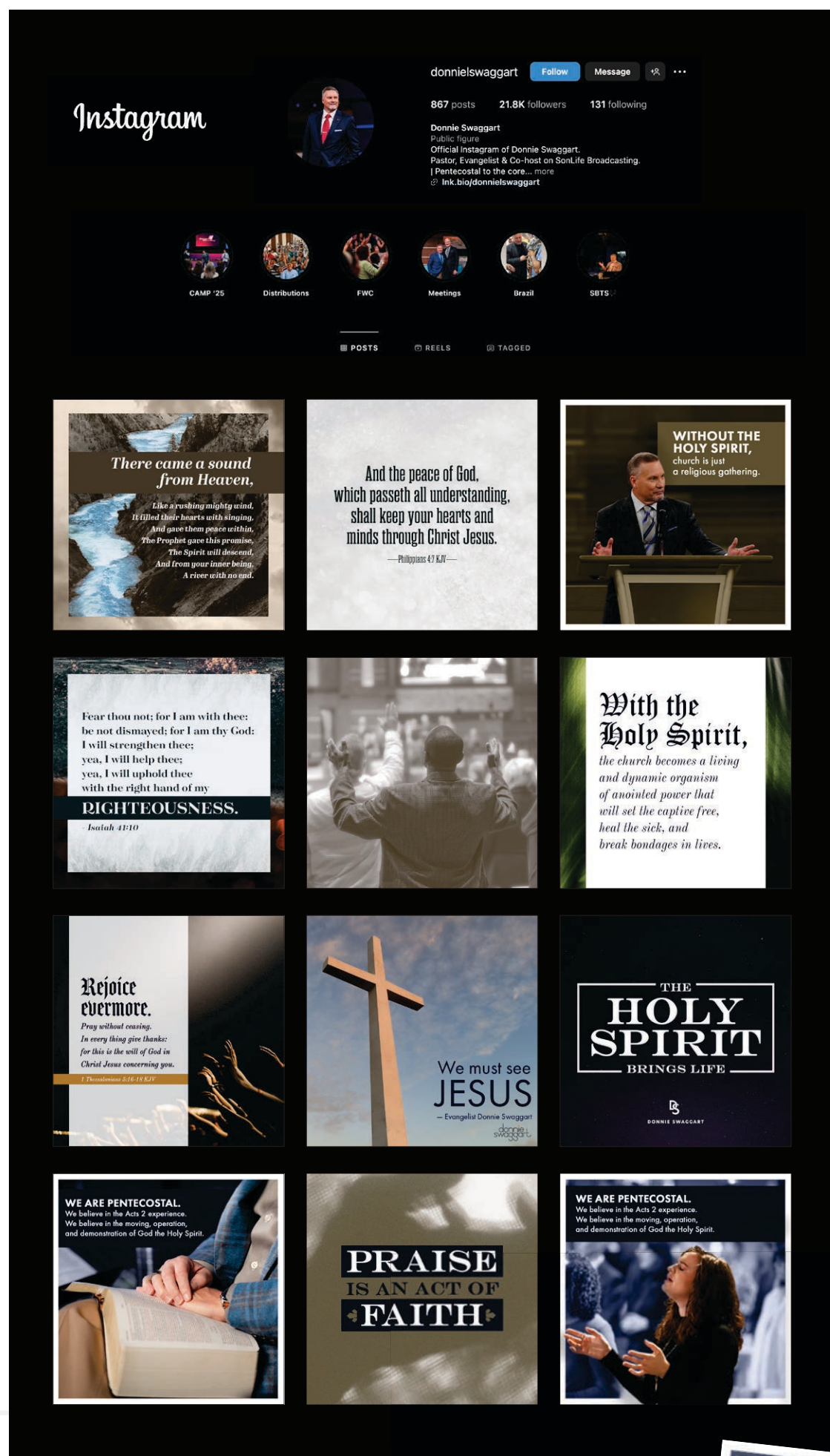
REGISTER ONLINE AT
JSMCAMPMEETING.ORG

Resurrection Campmeeting Social Media Push | Donnie Swaggart's Facebook Profile + Cover Photo

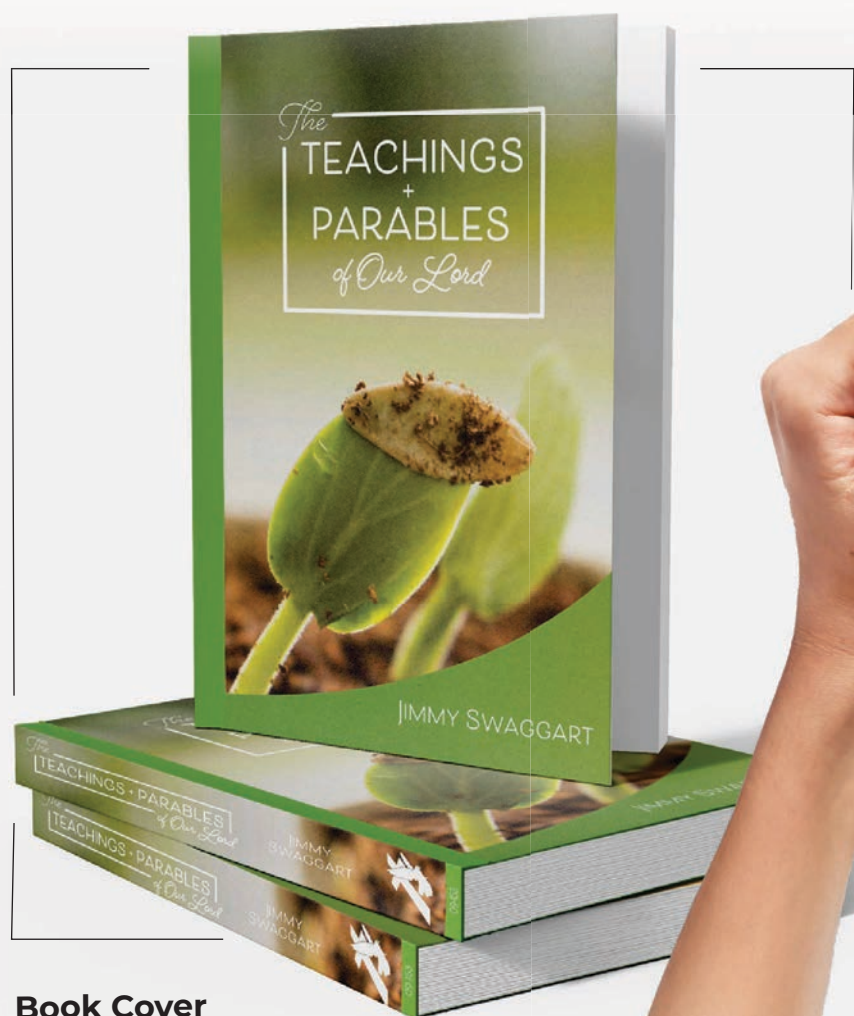


Donnie Swaggart's Instagram Posts





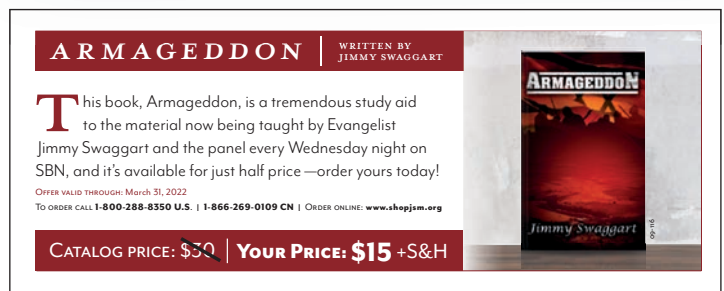
Donnie Swaggart's Instagram



Book Cover



Handout Cards



Magazine Ads



WORK FROM
**MELARA
ENTERPRISES**
2022-2023

Produced various print and digital materials for the company, their brands, and their clients. The main priority was to create print and web advertisements that would run in the print magazines and be posted on the magazine websites among other assorted in-house projects needed by the company.

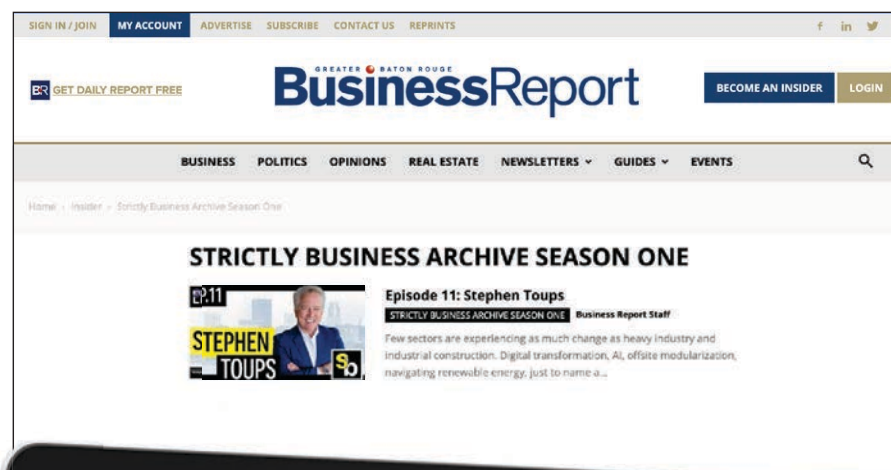


Melara Enterprises

Print Media | Digital Design | Magazine Ads | Web Ads | Marketing Materials

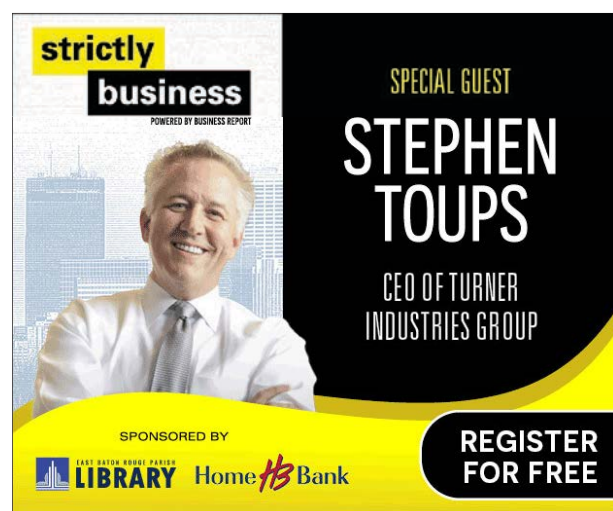
My role at Melara was to produce and recommend designs and layouts while working within tight deadlines in a team environment. Collaboration and effective communication with the team and other departments was crucial to project success. I continuously built up my experience in design and information presentation and demonstrated creative, organizational, problem solving and time-management skills while working on many projects for multiple businesses under Melara's brand.

Strictly Business Logo and Branding

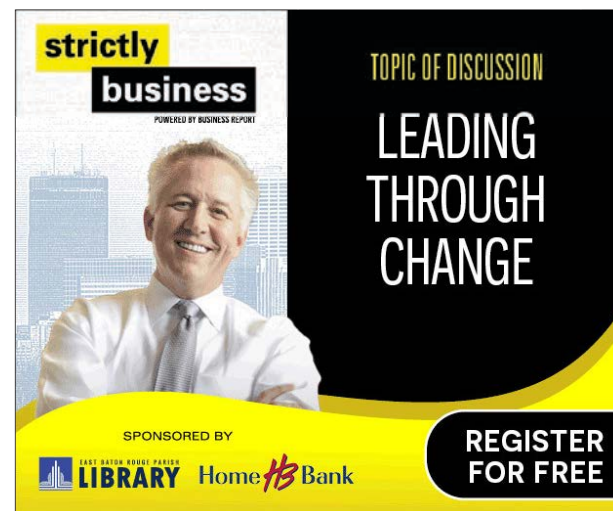


Magazine Ad, Youtube Thumbnail + Webcast

Motion Web Ads



Frame 1

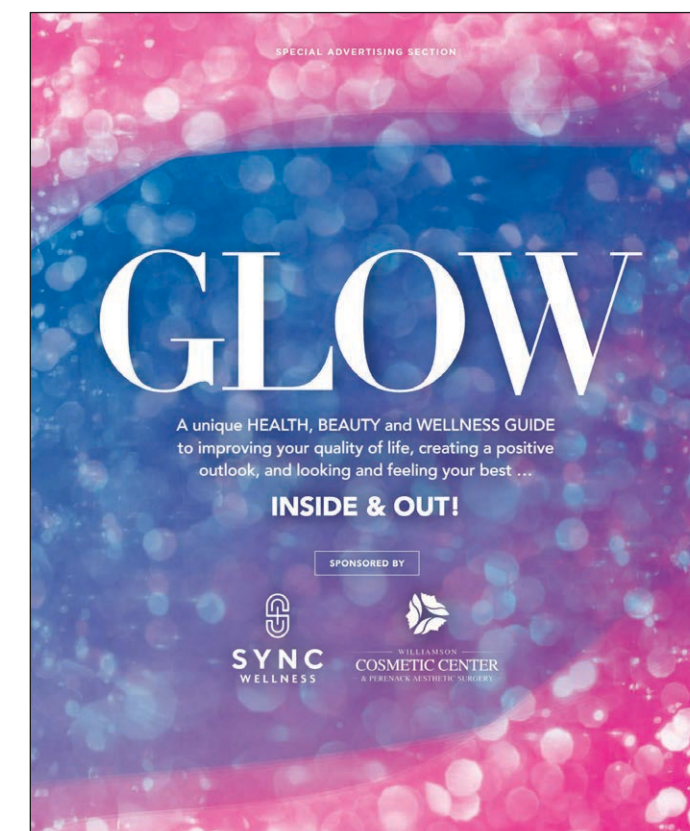
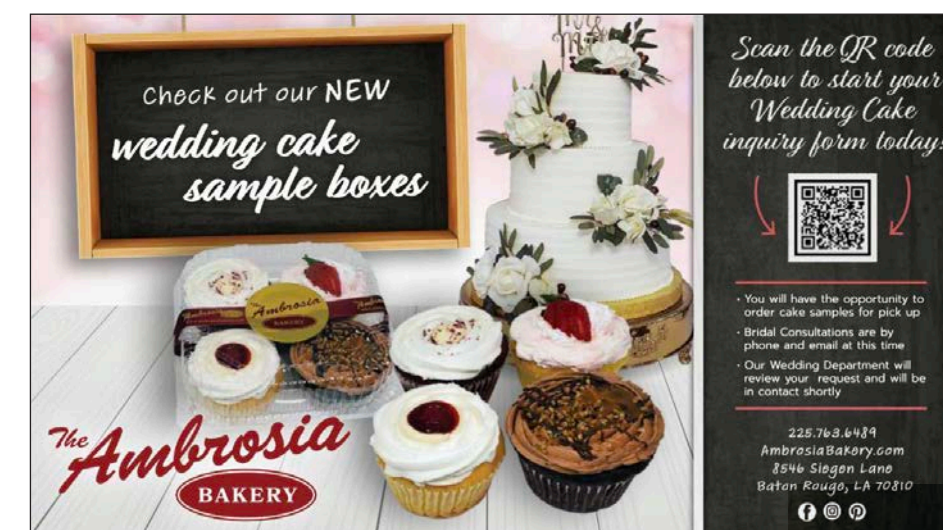


Frame 2



Frame 3

InRegister Magazine Ads



A.M.
A MISSION

Relationships between
Fathers and their child
are men with fatherly
to lead fulfilling lives
Breaking the cycle

With a Mission (F.O.A.M.) is a
non-profit organization founded
in 2017. We connect Fathers/Father
Figures to support their journey
to support their family. F.O.A.M.
provides social and
learning opportunities for Fathers
and children. F.O.A.M. is a
community-driven way.

39

MOTHERS IN
LOUISIANA DIE
DURING OR AFTER
CHILDBIRTH OUT
OF EVERY 100,000
MOTHERS

The United States maternal mortality
rate has been getting worse over time.
In 2020, the maternal mortality rate in the U.S. was three times
higher when compared to most other high-income countries.

YOUR PARTNERSHIP HELPS SAVE MOMS' LIVES

When you donate to March for Moms, you invest in innovative, scalable,
impactful solutions that allow moms and birthing people to survive and thrive in
their families and communities. With your support, March for Moms can educate
and advocate for maternal and families' health, well-being and equal access to care.

Enhancing the
Quality of Life
for Aging Adults

Serving the People of Southeast
Louisiana Since 1974

The mission of Capital Area Agency on Aging
is to advocate and provide services to enhance
the quality of life for aging adults.

CAA
CAPITAL AREA AGENCY ON AGING

Annual Services Provided By The Number

700,098
Total Meals
Served

84,276
Transportation
Rides

115,783
Telephoning
Inquiries

22,082
In-home
Respite Hours

20,354
Homemaker
Hours

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INDUSTRY BUSINESS

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WHAT ALL WOMEN SHOULD KNOW
ABOUT GYNECOLOGIC CANCERS

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Any of us know we
should conduct a
breast self-examination
monthly. But when it comes to
gynecologic cancer, we often don't
know what to look for or when to
see a doctor. Let's learn more about
gynecologic cancer and how to
prevent it.

What are the types of
gynecologic cancer?
There are four main types of
gynecologic cancer: cervical,
endometrial, ovarian, and
vaginal. Each type of cancer
affects a different part of the
female reproductive system.

When should you see a
gynecologist?
You should see a gynecologist
regularly, even if you don't have
any symptoms. A gynecologist
can perform a pelvic exam and
Pap smear to check for
cervical cancer.

Check the chart.

Check the chart.

Check the chart.

2023 BUSINESS
LEADERS SYMPOSIUM
Hear from top professionals
in the areas of law, risk
management, business
succession, finance,
intellectual property, and
corporate retirement plans.

Learn the latest risk
mitigation strategies on some
of the biggest threats to
your business and meet the
experts one-on-one

October 5
The Renaissance
Baton Rouge Hotel
8:00am-3:00pm
Lunch Provided
Cocktail Hour to follow
Seating is limited.

KEYNOTE SPEAKER
JAY JOHNSON
LSU Head Baseball Coach
2023 National Champions

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FOR GAME DAY

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ORIGINAL CUSTOM ART | STYLING

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F.O.A.M.
FATHERS ON A MISSION

Strengthen relationships between
Fathers/Father Figures and their child
Empowering men with fatherly
responsibilities to lead fulfilling lives
Breaking the cycle

Fathers On A Mission (F.O.A.M.) is a
fatherhood support organization founded
in 2017. We connect Fathers/Father
Figures with resources to support their journey
through fatherhood, host weekly fatherhood
classes and monthly fatherhood meetings,
create bonding opportunities for fathers
and children, and provide social and
emotional learning opportunities. F.O.A.M.
is one of the few non-profit organizations
dedicated to empowering men to become
better father figures within their community.
We are committed to empowering men in a
unique and community-driven way.

CORE VALUES

- Be accountable, commit to the process
- Don't give up, ask for help
- Personal growth will bring discomfort
- Focus on managing what you can control
- Be open minded and willing to learn new methods
- Don't be scared to fail, be brave enough to get back up

TON ROUGE PARK
MEN'S FACILITY

WELCOME to
High School

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WITH A MISSION

501(c)(3) NON-PROFIT
CAPITOL PARK MISSION
A FATHERHOOD MISSION

SAVE THE DATE - 02/18/2023
SPRING TOWN PARK PARTY
Support the Capitol Park Mission

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Cloud Backup Services • Data Analytics • Office 360/Email Support • Social/Videos Media Services

President Craig Stevens has a degree in IT and as an officer in the Air Force, he was responsible for
implementing IT systems across several platforms. Craig guarantees your technology needs will be handled
with precision and attention to detail like no other. Craig and Genesis 360's commitment to excellence are
reflected in their being named Business Awards company of the Year 2022, 2023, 2024 Louisiana Firm of the Year
2022, 2023, 2024 Business Person of the Year 2022, 2023, 2024 Veteran Owned Firm of the Year 2022, and INC 5000
fastest growing company in America 2022 & 2023.

BUSINESS AWARDS
COMPANY OF THE YEAR

SBA
U.S. Small Business
Administration
FASTEST GROWING
COMPANY IN AMERICA
2022
2023
2024

Inc. 5000
FASTEST GROWING
COMPANY IN AMERICA
2022
2023
2024

GENESIS 360

• GROUND MAINTENANCE
• BUILDING MAINTENANCE
• CONSTRUCTION
• IT SERVICES

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OF INDUSTRY

2023 BUSINESS
LEADERS SYMPOSIUM
Hear from top professionals
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Learn the latest risk
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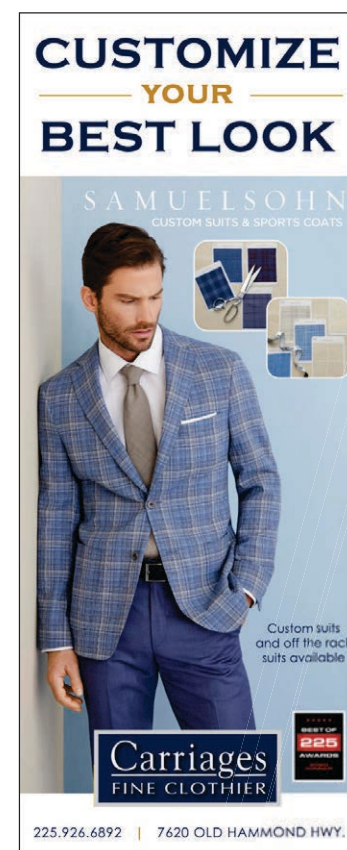
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JAY JOHNSON
LSU Head Baseball Coach
2023 National Champions

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