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

Door Hanger

Towel

Brochure
(ADDY'S Student Silver Award Winner)

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

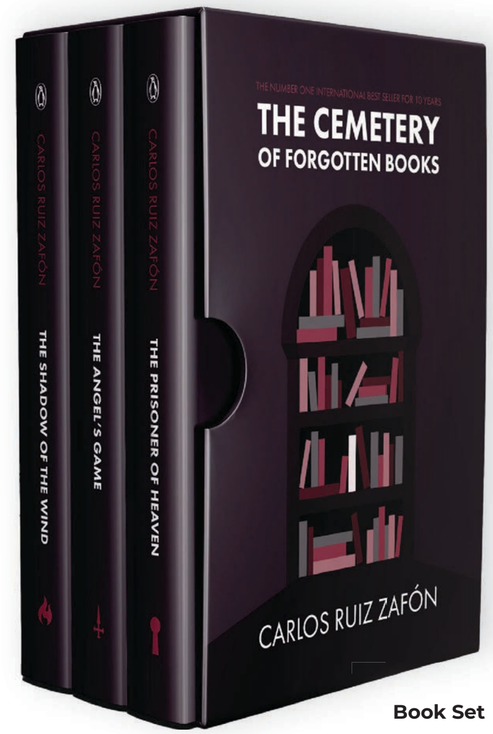
Matchbox

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

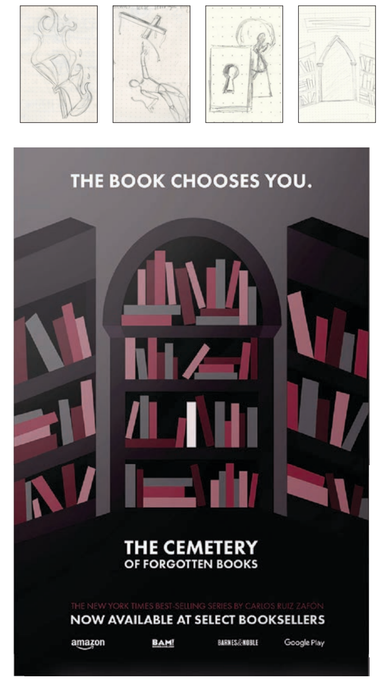


Illustration Sketches + Poster

In-Store Book Display

Book Covers + Matching Mugs

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.

Semi-Truck Wrap

T-Shirts

2018 Capital Area Heart Walk T-Shirt Design Contest Winner

Flyer

Logos

Oak Point's Deli & Bakery Catering Menu

Event Poster

Game Day Savings Promotional Sales Paper

Cover Spread

Inside Spread

Dorignac's Online Shopping Promotion Campaign

Extended Iron Man Sign

Buttons

Window Sign

Parking Sign

Check Out Screen Savers

Table Tent Sign

WORK FOR

PHILLY DAT UP

2020-2021

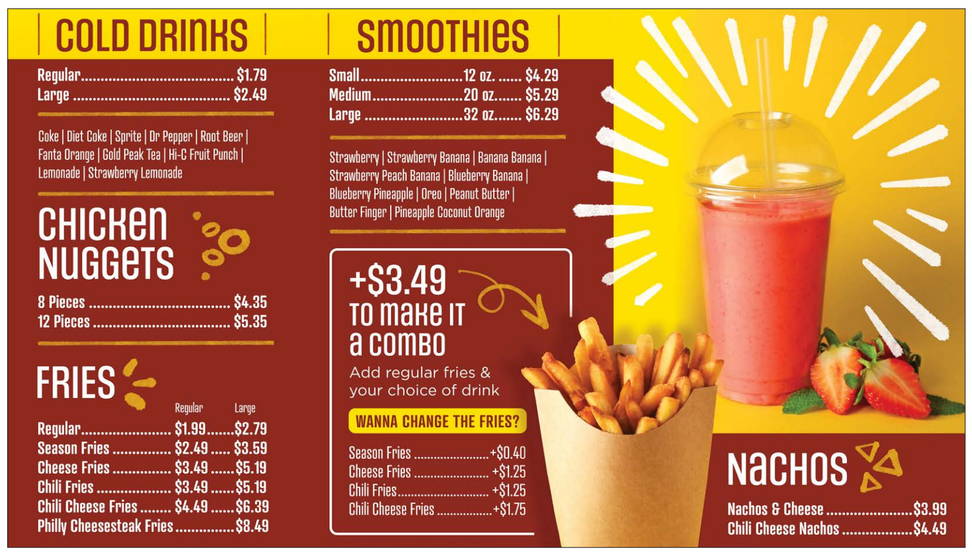
Philly Dat Up is a Louisiana Philly Cheesesteak fast food restaurant that needed a logo and digital menu board design.

Philly Dat Up

Logo | Branding | Digital Menu Board

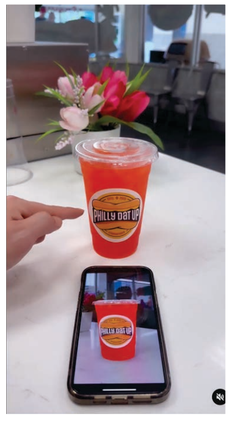
For this freelance project, the owner wanted a logo and digital menu board created that was fun, inviting, and exciting. A vibrant and food psychology oriented color palette of yellow, oranges, red and dark brown was chosen. High contrast designs and photos paired with bold typography and hand drawn elements grab the viewers' attention and direct them to the delicious offerings on the menu.

Digital Menu Board



T-Shirts

Logo In Use On Instagram



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.

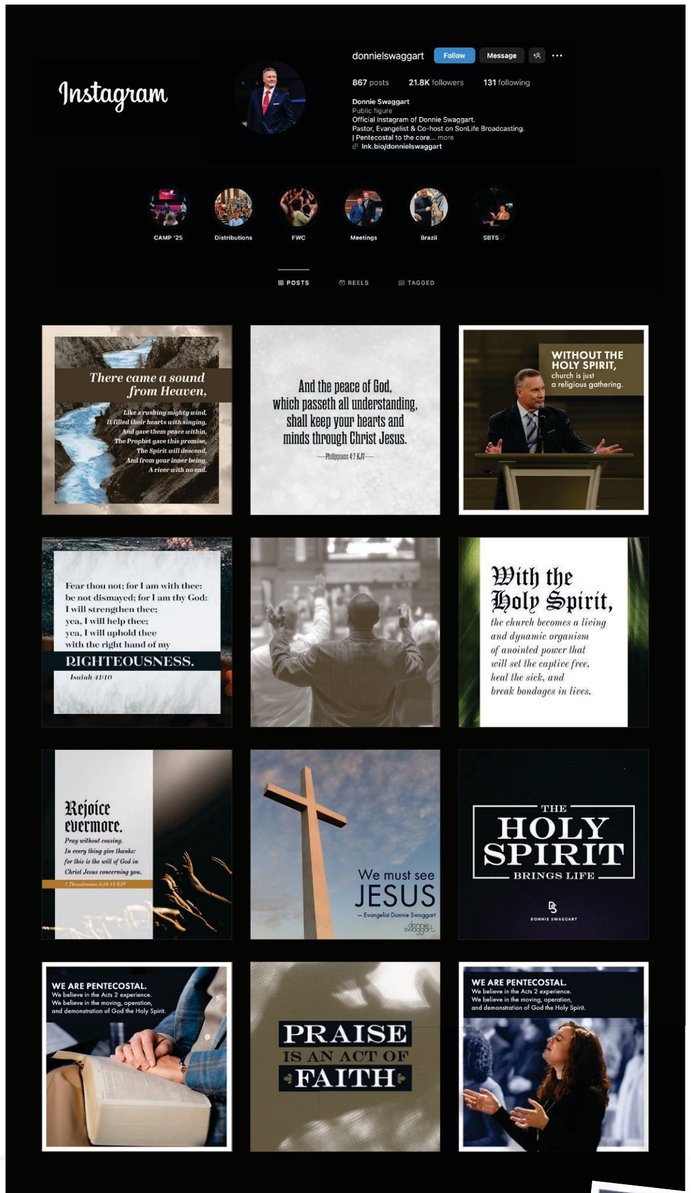
Jimmy Swaggart Ministries

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

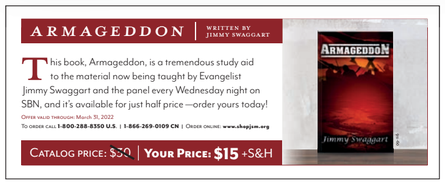
During my time at Jimmy Swaggart Ministries, social media was handled by our department from conception to posting and beyond. We did it all: Brainstorming, researching, planning, writing, creating, designing, proofreading, editing, analyzing data, and more. As a social media manager, the goal was to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

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

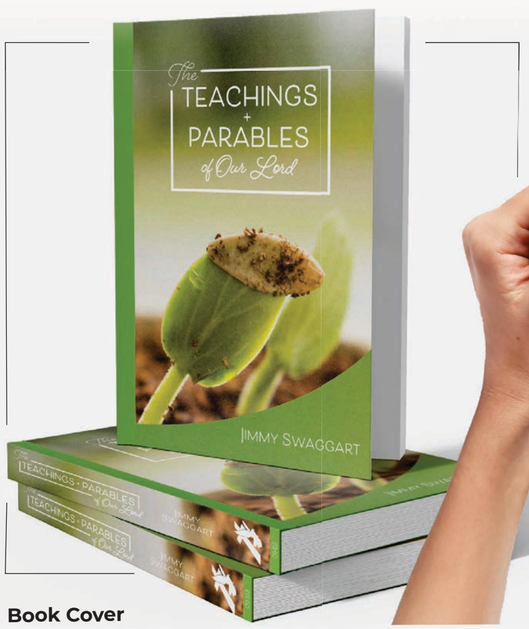
Donnie Swaggart's Instagram Posts



Donnie Swaggart's Instagram



Magazine Ads



Book Cover

Handout Cards

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

strictly business

POWERED BY BUSINESS REPORT

Magazine Ad, Youtube Thumbnail + Webcast

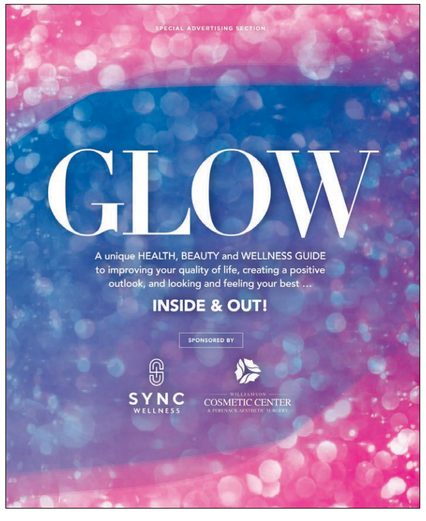
Motion Web Ads

Frame 1

Frame 2

Frame 3

InRegister Magazine Ads



InRegister Magazine Ads

Baton Rouge Business Report Ads

225 Magazine Ads

THANK YOU
FOR YOUR TIME

phone: 281-928-1346 email: ashleedigel@gmail.com