

Ashley Duncan

Senior Graphic Designer

CONTACT DETAILS

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🌐 [LinkedIn](#)

📁 [Portfolio](#)

📍 Los Angeles, CA

EDUCATION

A.S., Advertising Art

The Modern College of Design,
Kettering Ohio

SKILLS

Design

Adobe Creative Cloud
Photoshop
Illustrator
InDesign
After Effects
Premiere Pro
Audition
Fresco
Figma
Canva

Web Development

HTML5
CSS
CSS3
PHP
Bootstrap
Javascript
jQuery
SEM Rush
Google Adwords
Google Analytics
AEM
Wordpress
Drupal
Kontent
Hubspot

Microsoft Office

Excel
Powerpoint
Sharepoint
Word

WORK EXPERIENCE

Senior Graphic Designer

COMPLY | 2022 - 2024

- Successfully led a brand refresh across identity, collateral, and slide deck templates, resulting in a 20% increase in brand recognition based on post-launch surveys
- Managed the visual identity for COMPLYConnect, an industry conference with over 300 attendees, receiving positive feedback for impactful brand presence
- Resolved technical issues on the COMPLY website, reducing downtime by 10% and increasing site speed by 25%, leading to a 15% greater participation rate
- Designed and monitored digital marketing KPIs and metrics (site, PPC, re-targeting), achieving a 12% reduction in customer acquisition costs and a 20% increase in leads
- Developed high-converting HubSpot landing pages through extensive A/B testing and user journey analysis, enhancing conversion rates by 8% across all channels

Creative Marketing Specialist

ARC Abrasives | 2017 - 2022

- Partnered with Product Development to create logos, collateral, and campaigns for core product launches, resulting in a 25% increase in product adoption rates within the first quarter of launch
- Produced engaging video content for web and marketing channels, leading to a remarkable 3-year traffic growth of +161% (2017-2019)
- Oversaw social media scheduling to enhance growth, achieving a substantial increase of over 1000 followers on LinkedIn

Web and Graphic Design Specialist

The Ohio Masonic Home | 2016 - 2017

- Collaborated with marketing on usability testing, leading to a 10% decrease in bounce rate and a 5% increase in average session duration on the website
- Edited informative videos for senior living communities, resulting in a 20% increase in video views and positive feedback on their value in providing guidance and resources
- Enhanced website functionality and user experience, contributing to a 5% improvement in overall customer satisfaction ratings

Web and Graphics Designer

iBoomerang.com, Inc. | 2015 - 2016

- Applied design principles to develop engaging websites, leading to a 30% increase in user retention and positive feedback from 90% of users
- Managed targeted email marketing campaigns for insurance clients, resulting in a 40% increase in conversion rates and a 35% rise in client engagement
- Conducted a thorough website performance audit, enhancing loading times and reducing page errors by 30%; improved user retention rates by 25% through enhanced user experience

Web Designer

R+L Carriers | 2013 - 2015

- Collaborated with the web team to enhance UX/UI practices, leading to a 20% increase in user satisfaction and better compliance with accessibility regulations
- Initiated A/B testing and usability research to enhance performance, resulting in a 15% boost in conversion rates, and a 25% growth in user involvement
- Created and executed campaign landing pages, resulting in a 30% increase in CTR and a 12% growth in lead generation from targeted campaigns