

# ASHLEY MENDELBAUM

INFORMATION DESIGN UI DESIGN MARKETING

## CONTACT INFO

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## CREATIVE SKILLS

Information Design



Visual Design



UI/UX Design



Wireframes



Data Storytelling



Brand & Identity



Motion Design



## TECHNICAL SKILLS

- Adobe Creative Suite
- Microsoft Office/G-Suite
- Wordpress/HTML/CSS
- Marketo/Mailchimp
- Mac & Windows

## AWARDS

**2022 GDUSA**  
American Graphic Design Award

**2022 GDUSA**  
Inhouse Design Award

## WORK EXPERIENCE

**Bright Mountain Media** (Purchased Big Village)

**Lead Designer, Marketing & Insights** **2023-Present**

- Lead design for BMM and its five sub-brands. Create marketing materials for events, webinars, and social posts. Maintain websites and external visual communications for the brands.
- Oversee and guide design delivery across a team of designers in APAC. Delegate projects, brief team, and provide art direction.

**Big Village** (Formerly ENGINE)

**Senior Designer, Insights Marketing** **2021-Present**

- Lead design on presentations, data visualizations, and infographics for events, conferences, client projects, and company website.
- Co-led design on internal launch of Big Village rebrand. Pitched and redesigned company-wide assets, including 200+ pieces of collateral and 100+ slide Powerpoint template.
- Update website content (Wordpress). Design social posts, create email campaign assets, and build emails (Marketo and Mailchimp).

**User Interface & Information Designer, Insights** **2014-2021**

Sole designer for Insights division. Designed interactive portals, data visualizations, and custom graphics for clients including Amazon.com, Johnson & Johnson, and Fidelity Investments. Created dashboards, surveys, reports, infographics, white papers, and journey maps.

**HFA** (Harry Fox Agency)

**2013**

**Graduate Digital Design Intern**

Designed logo, website and mobile app for Songfile music licensing system. Created company website mockups and infographics.

**VisuaLex, LLC**

**2007-2012**

**Graphic Designer**

Created charts, timelines, and text layouts for court exhibits. Document and photo cleanup. Illustration and photo manipulation.

## EDUCATION

**Pratt Institute**

**2012-2014**

M.S. Communication Design

**Rensselaer Polytechnic Institute**

**2003-2007**

B.S. Electronic Media Art & Communication