



PORTFOLIO

Ashlyn Helms

Ashlyn Connor Helms

achelms97@gmail.com

EDUCATION

BA in Graphic Design, 4.0

Marketing Minor

Graduation 2019 - Summa Cum Laude/Top 10%
Campbell University, Buies Creek, NC

Metrolina Christian Academy, 4.0

Class of 2016, Salutatorian

Indian Trail, NC

DESIGN SKILLS

Graphic, Print, Poster, Package, Retouching,
Album Artwork, Branding, Advertising,
Books, Social, Email, Presentations,
Digital Photography and Illustration

SOFTWARE SKILLS

Apple Macintosh, Microsoft Word,
PowerPoint, Google Web Designer, Celtra,
Shortstack, MailChimp, Adobe Illustrator,
InDesign, Photoshop, and After Effects

HONORS & AWARDS

Presidential Scholarship

Campbell University

Wiggins Library Symposium

Travel More. Poster

Spring 2019

Campbell University

The CIT Group Scholarship

Scholarship of America

“Press On” Scholarship

Metrolina Christian Academy

“Pay It Forward” Scholarship

Matthews United Methodist Church

President’s List

Fall 2016, 2017, Spring 2018, Spring 2019

Campbell University

Dean’s List

Fall 2018

Campbell University

Phi Eta Sigma Honor Society

Campbell University

EXPERIENCE

Gray Media, Charlotte, NC

Digital Designer, January 2020 - Present

- Design digital advertising products for clients (Static/HTML Banner ads, Emails, Social Media, Logos, Landing Pages, etc.)

- Design and develop internal presentations and other digital/print advertising products

InStrategy Group, Charlotte, NC

Graphic Designer, June 2021 - Present

- Design branding and marketing materials for clients (Emails, Social Media, Sales Sheets, Informative Flyers, Ads, Presentations/Templates, etc.)

- Schedule and prepare emails for weekly/monthly release using MailChimp

Unlimited Success Sports Management Inc. /

The Core Media Group, Indian Trail, NC

Intern: 2018, Designer: Summer 2019 - 2021

- Design multiple print & electronic books

- Work with authors to create their brand (Social Media, Merchandise, etc.)

- Developed *The Praying Athlete* website

Campbell University, Buies Creek, NC

Student Assistant/Team Leader

Fall 2017, 2018, Spring 2019

- Managed the Print Lab

- Organized meetings and tasks for team members in order to develop the Art Department and future Graphic Design Student Office Website

- Met with prospective students with an interest in the Art Department and gave tours of the facilities while answering any questions

- Maintained the cleanliness of the lab

CLUBS & ORGANIZATIONS

Campus Activities Board

Concert & Socials Committee

Fall 2016, 2017, 2018, Spring 2019

Visual Arts Club

Secretary

Fall 2018, Spring 2019

Small Group

Fall 2016, 2017, 2018, Spring 2019

Club Swimming Team

Fall 2016

INFORMATIVE FLYERS



GILDAN SPORTSHIRTS FLYER

Flyer Design
Summer 2018

2D Print, 8.5" x 11"

Using images and logos from Gildan and Carolina Made, this layout was created so that customers can easily see shirt materials, colors, and numbers. All of the content is organized to prevent the overcrowding of information.



XSSB CASUALTY CAPABILITIES ONE PAGE

One Page Design
January 2023

2D Print & Digital PDF, 8.5" x 11"

This one page design for XS Brokers Specialty Brokerage informs clients of the company's casualty capabilities. A refreshed look and layout was needed to move away from the company's previous casualty capabilities one page design. The look and design stays within the branding guidelines of XSSB.



XSSB CASUALTY STATE OF THE MARKET ONE PAGE

One Page Design
July 2022

2D Print & Digital PDF, 8.5" x 11"

This one page design for XS Brokers Specialty Brokerage informs clients of the current state of the market within their casualty division. The look and design stays within the branding guidelines of XSSB.



XSSB RECENT SOLUTIONS - PROPERTY ONE PAGE

One Page Design
November 2022

2D Print & Digital PDF, 8.5" x 11"

This one page design for XS Brokers Specialty Brokerage informs clients of the company's recent solutions for their property division. The look and design stays within the branding guidelines of XSSB.



ARMSVISION PERSONAL LINES CAPABILITIES ONE PAGE

One Page Design
September 2021

2D Print & Digital PDF, 8.5" x 11"

This one page design for ARMSVision informs clients of the company's personal lines offerings. The look and design stays within the branding guidelines of ARMSVision.



ART CLUB MOVIE NIGHT FLYER

Flyer Design
Spring 2019

2D Print, 8.5" x 11"

This flyer informs students of a movie night. By using a coloring technique, the characters and background were created. Similar to the movie, I wanted the flyer to have a comic book look to it.



T-SHIRT COMP. FLYER

Flyer Design
Spring 2019

2D Print, 8.5" x 11"

Campbell University's Art Department held its first T-Shirt Design Competition for the students. This informative flyer was created using ProCreate and Adobe Illustrator. Minimizing the amount of information needed, prevented overcrowding. It is organized in a clean and simple way.

BROCHURES

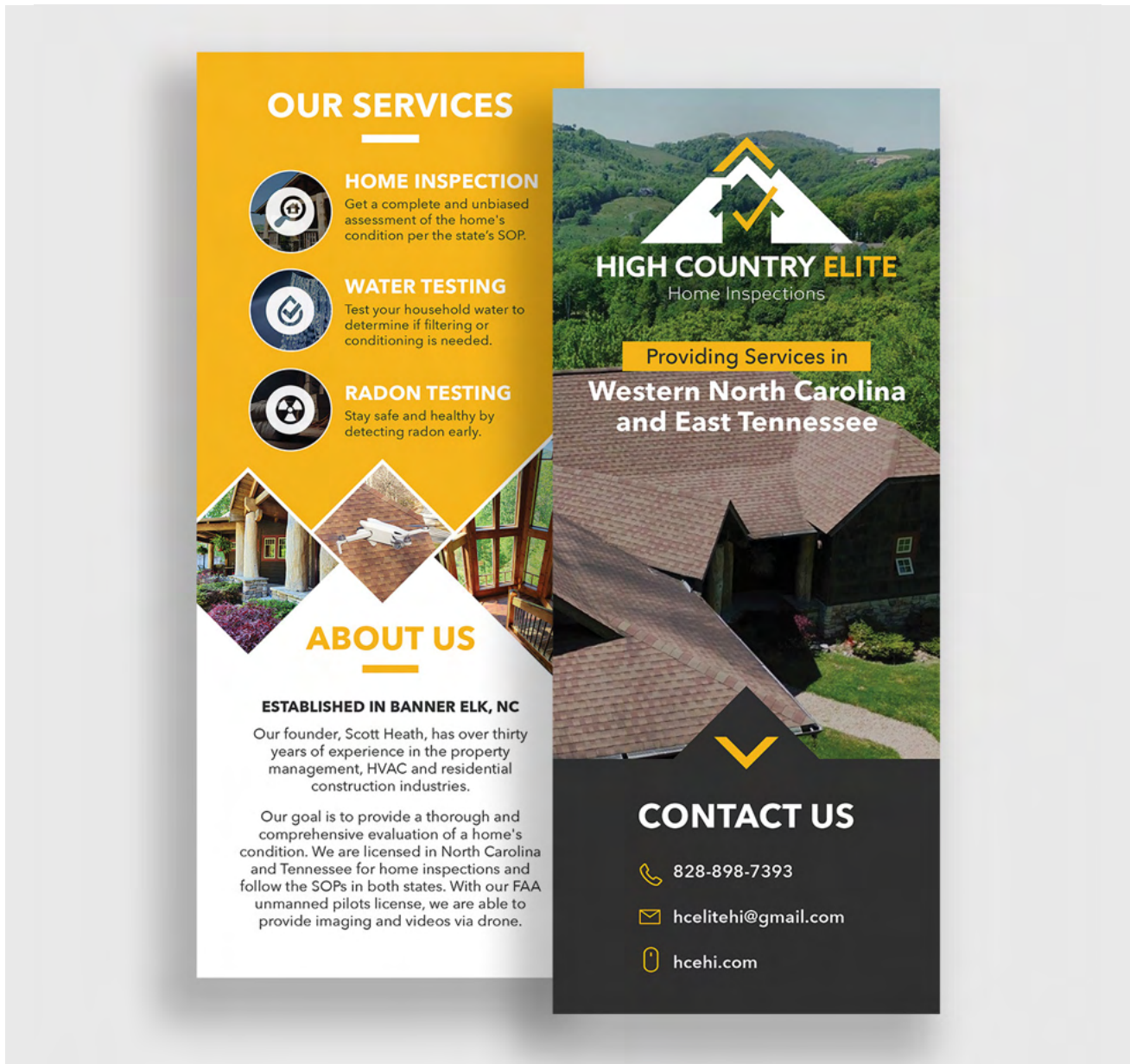


XS BROKERS BROCHURE

Brochure Design
Fall 2024

2D Print, 17" x 11"

XS Brokers requested a general branding informational brochure to use at events and conferences. This provides a quick snapshot of the company's information and accomplishments in a condensed format.



HIGH COUNTRY ELITE HOME INSPECTIONS RACK CARD

Rack Card Design
Summer 2024

2D Print, 11" x 8.5"

This rack card displays information about High Country Elite Home Inspections and the services they offer. It sticks to their branding guidelines and closely resembles the look of their website.



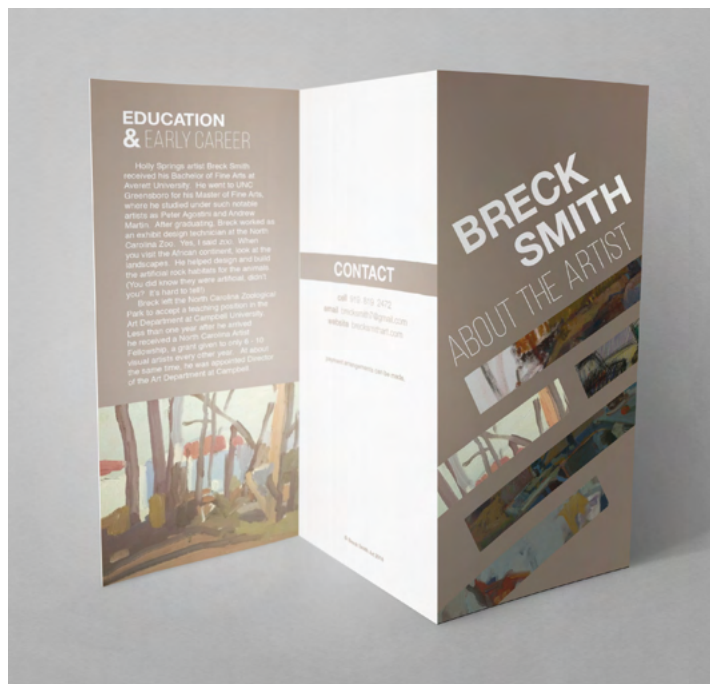
MASSAGE ENVY BROCHURE

Brochure Design

Fall 2017

2D Print, 11" x 8.5"

After given information on Massage Envy, the goal was to make an informative and creative brochure that reflected the company. After creating a new logo design for Massage Envy, the brochure was created. The company values health and natural remedies for both their customers and employees. Soft blue, purple, and green reflects luxury and nature. With the combination of colors and natural shapes, the brochure has a soft and relaxing look.



ABOUT THE ARTIST BROCHURE

Brochure Design

Fall 2018

2D Print, 11" x 8.5"

This brochure displays information about the artist and photographs of some of his paintings. The information is organized and is included with a photograph of his work. Light brown and dark navy match all of the colors in his paintings, which makes a cohesive piece. Viewers can easily see his work and read about his life as an artist.

CORPORATE IDENTITY



LATHER.RINSE.WAG. LOGO

Logo Design

Fall 2018

2D Print, 4" x 4"

Lather.Rinse.Wag. is a family owned grooming salon in Charlotte, NC. Services offered are professional grooming, mobile grooming service and groom it yourself. The goal was to create a fun and playful logo. Teal, light teal and baby blue reflect cleanliness. A simple poodle with bubbles and the soft rounded text gives the company a fun, playful and clean look.



LATHER.RINSE.WAG. STATIONERY

Branding
Fall 2018

2D Print
8.5" x 11"
9.5" x 4.125"

The stationery set reflects the look of the company and its logo. A combination of bubbles and paw prints give the white letterhead and envelope a pop of color and fun. The company's business cards are in the shape of a paw print to distinguish itself from the traditional measurements of the letterhead and envelope. *Lather.Rinse.Wag.* will be remembered by its unique business card.



LATHER.RINSE.WAG. BILLBOARDS

Advertisement Design

Fall 2018

2D Print, 1100px x 500px

The goal was to make the billboards relatable and comical to both dogs and their owners. An image of a dog desperately in need of a trip to the groomer is paired with a bold and funny question. If the answer to these questions are "yes", then the customer is directed to the company logo and website to book an appointment. The bubbles are used as a design element, and add color to the white background.



LATHER.RINSE.WAG. BROCHURE

Branding

Fall 2018

2D Print, 2492px x 2492px

Because the company offers a lot of services, a square booklet brochure worked best for the amount of information that needed to be given to the customer. The cover of the booklet is presented with dog illustrations that reflect the similar style of the logo. Generally, each spread contains a full page of an image and a page with the information aligned to the left. The information in the brochure is presented in a simple and organized way.





LATHER.RINSE.WAG. SIDEWALK SIGN

Advertisement Design
Fall 2018

2D Print, 1239px x 1797px

The sidewalk sign was intended to be very welcoming and reflect the look of the logo. An illustration of a happy dog wagging its tail is how the company hopes dogs feel as they enter the salon. The company also welcomes “walk-ins”, which is what the sign is suggesting. Overall, the sign is bold yet welcoming with its text, cool colors and dog illustration.



LATHER.RINSE.WAG. PRODUCTS

Product Design

Fall 2018

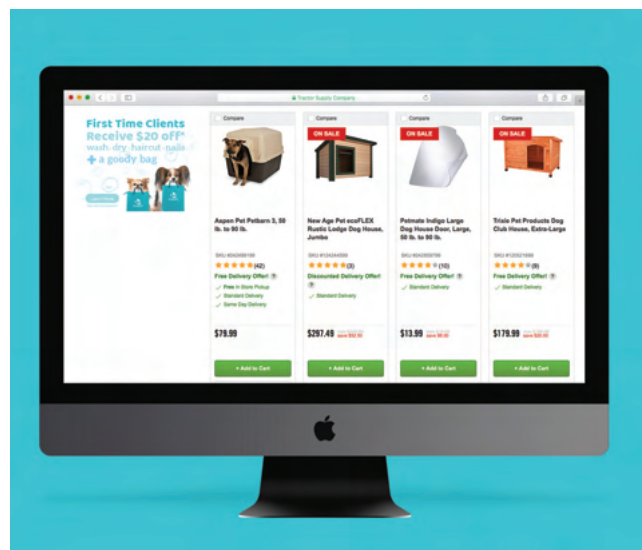
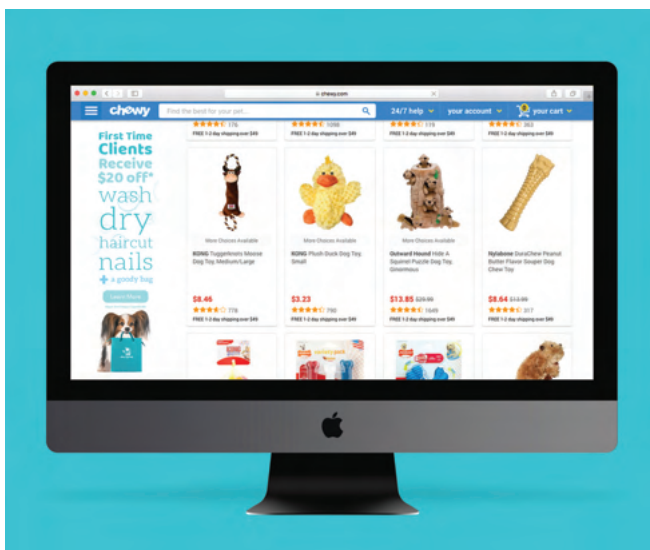
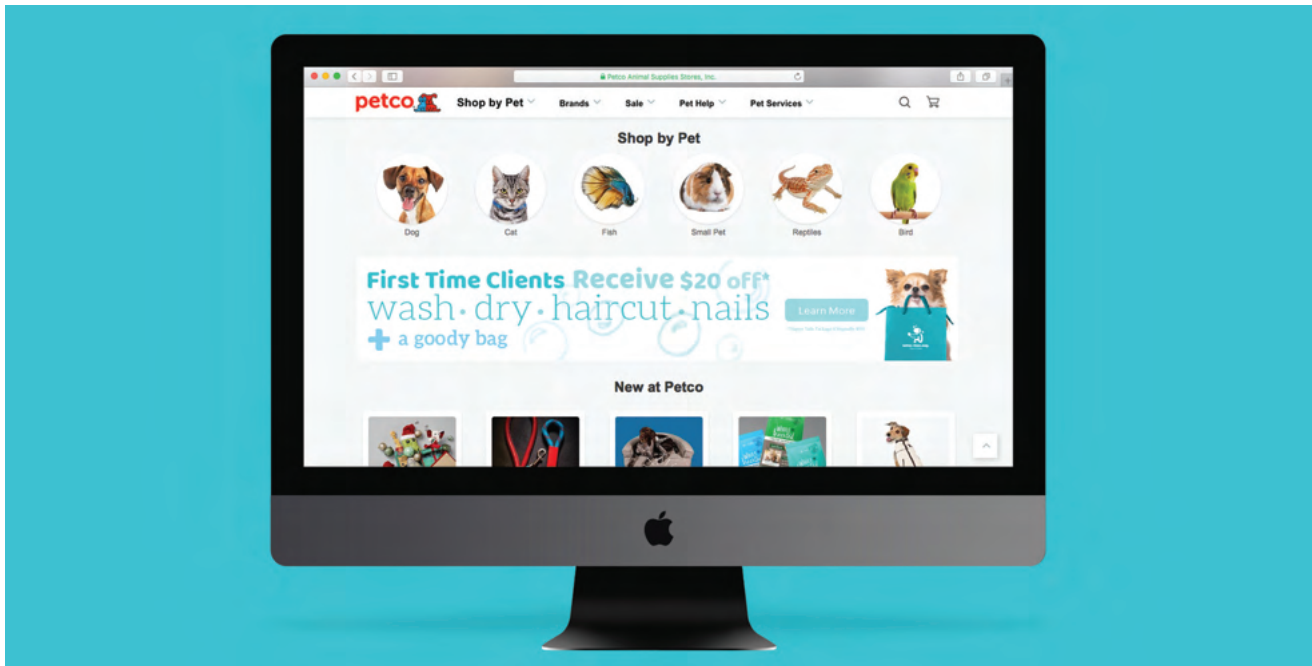
After every dog is groomed, it will receive an “All Clean” bandana. This is shown here. Employees will wear the white cap with the logo, and the teal apron adorned with the phrase, “I love dogs”. The apron phrase reflects the value the company and its employees have of the customer’s furry friend.



**LATHER.RINSE.WAG.
VEHICLE GRAPHICS**

Vehicle Wrap Design
Fall 2018

Lather. Rinse. Wag. provides mobile grooming. The Mobile Grooming Salon is shown here. The van is covered in the same bubbles and paw prints found on the company's stationery. The website and logo are both visible from the back and sides of the van.



LATHER.RINSE.WAG. ONLINE BANNERS

Banner Design
Fall 2018

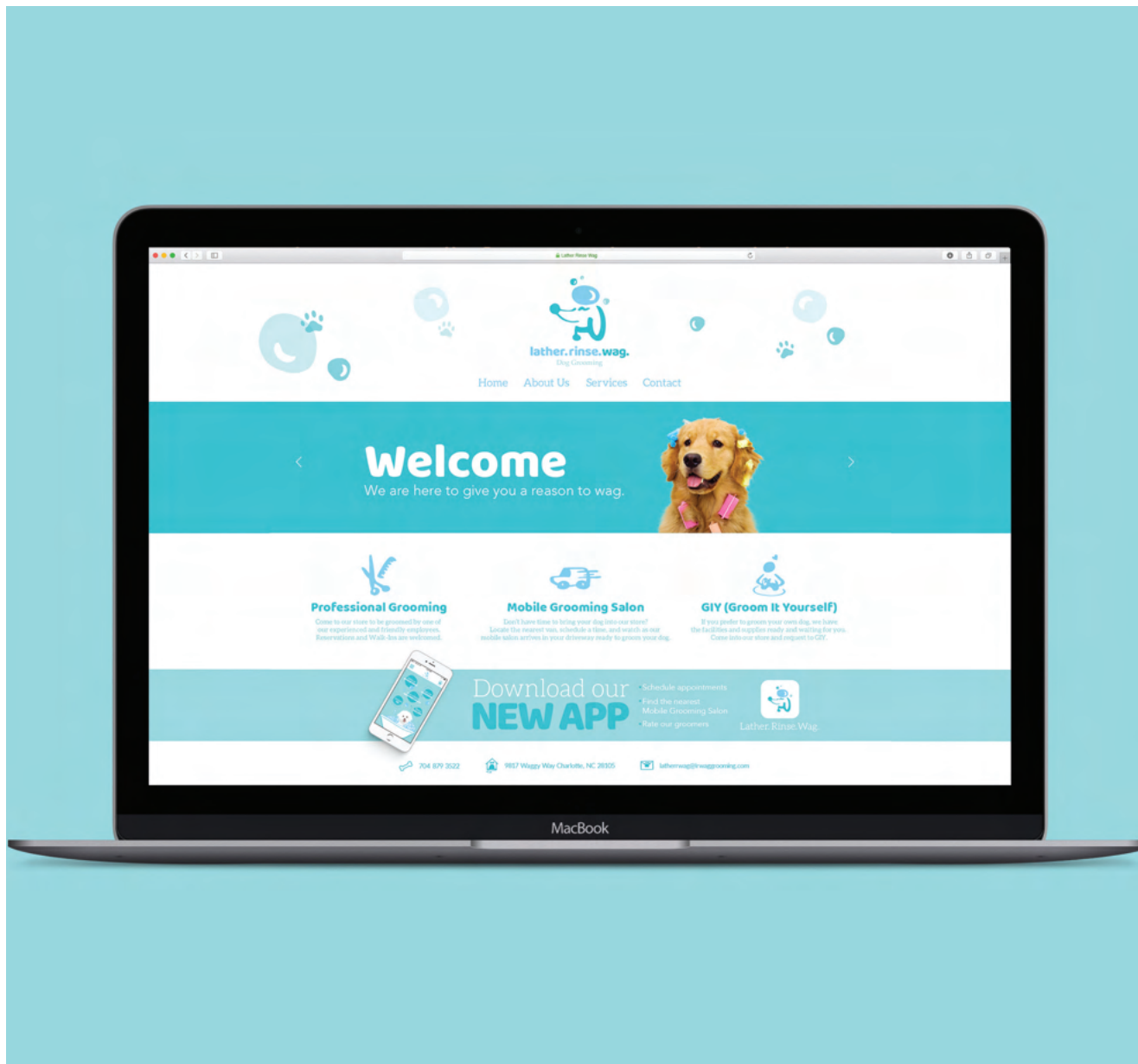
Web

300px x 600px

160px x 600px

240px x 400px

The online banners were intended to promote a special that the company has running all year. First time clients receive \$20 off the Happy Tails Grooming Package, and a doggy goody bag. Dogs are shown holding the goody bag they received from their appointment. Three different online banner sizes are shown here in order to show how they would look on different websites.



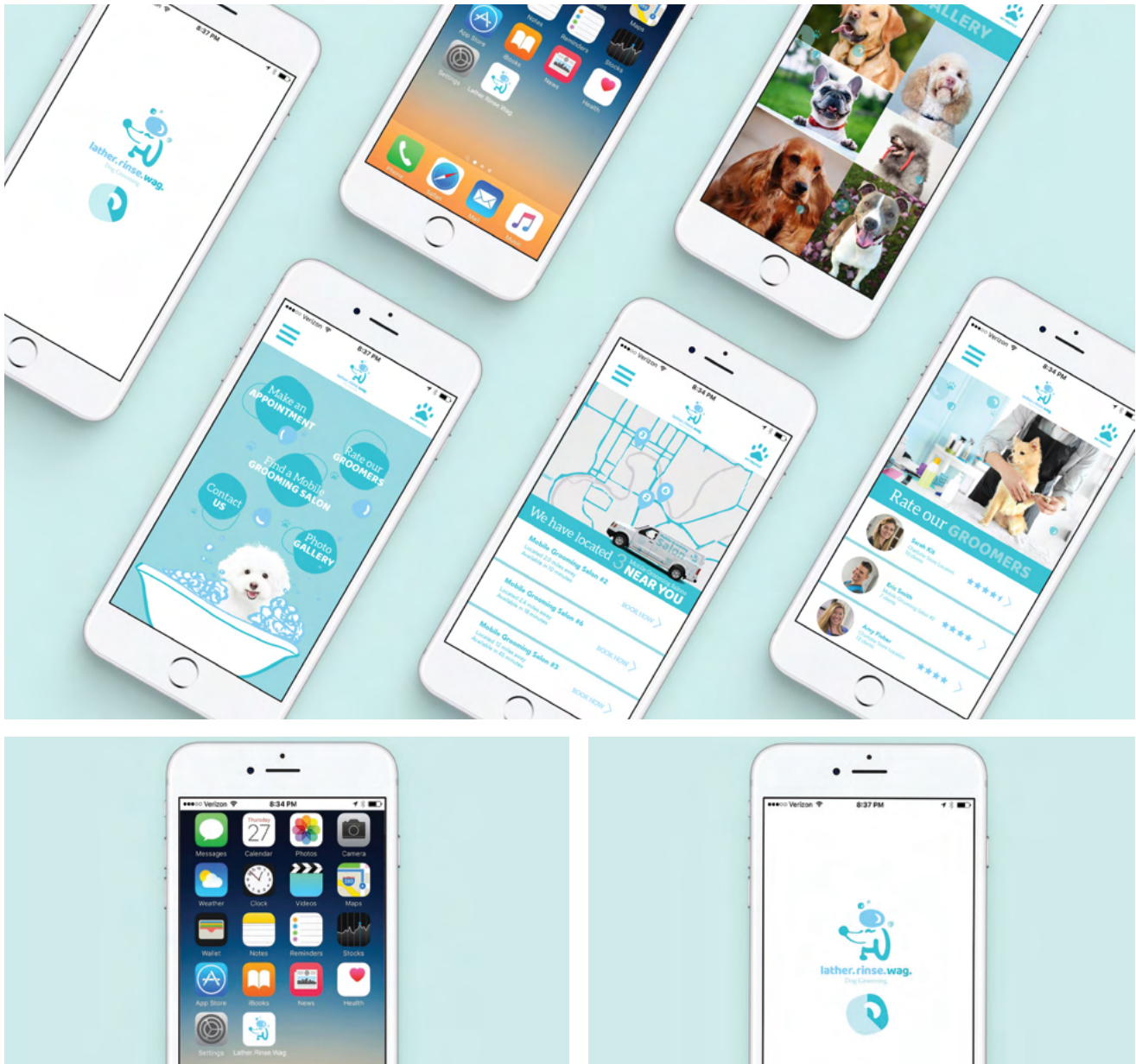
LATHER.RINSE.WAG. WEBSITE PAGES

Front-End Web Design
Fall 2018

Web, 512px x 431.28px

These are three pages for the *Lather. Rinse. Wag.* website. The Home page is pictured above. Customers can view everything in one place. The Grooming Packages page is pictured at the top right. Here, customers can view what packages can be purchased and how much they are. The Mobile Grooming Salon page is pictured at the bottom right. Here, customers can learn about the concept of the mobile salon and make an appointment on the website or with the app.



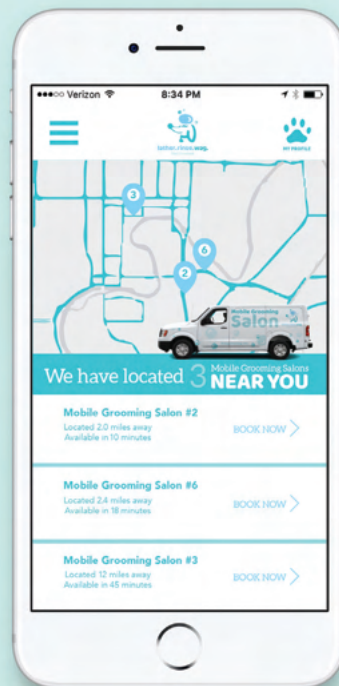
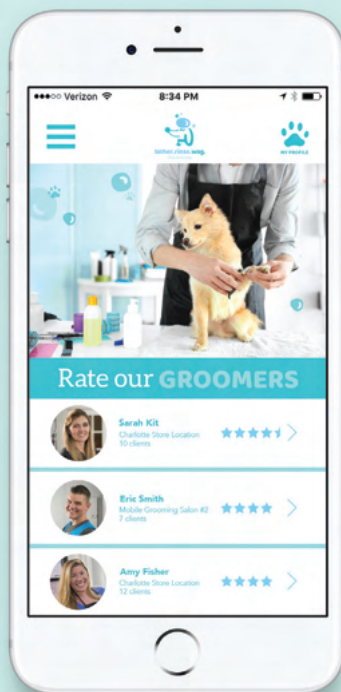
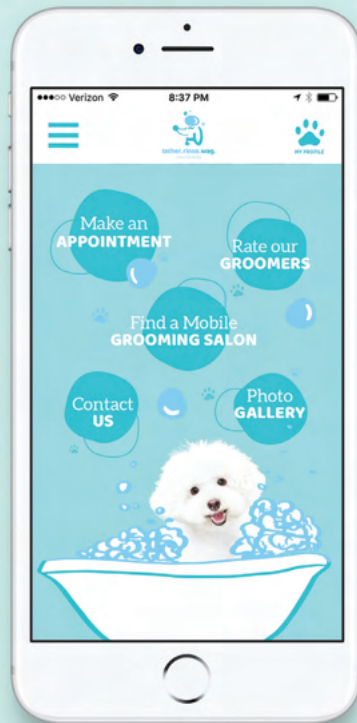


LATHER.RINSE.WAG. APP PAGES

Front-End App Design
Fall 2018

Digital, 866px x 1486px

The *Lather. Rinse. Wag.* app is a place where customers can easily access everything the company has to offer. The app gives customers the options to make an appointment, rate groomers, find a mobile grooming salon near them, look at the photo gallery, and contact the company. Owners can post photos of their dogs after their trip to *Lather. Rinse. Wag.* in the photo gallery. Location services can locate the nearest mobile grooming salon so that customers can easily book an appointment. The app is intended to be interactive between the employees and fellow *Lather. Rinse. Wag.* customers.





POPS FOR TOTS LOGO

Logo Design
Spring 2019

2D Print, 4"x 4"

Pops for Tots, ice cream on a stick, was created to help eliminate messes with children in the target market. The logo is simple and playful, using colors that work for a boy or girl. A simple illustrated "smiling pop" is placed in the text to give a child-like and friendly feel to the company.



POPS FOR TOTS COLORING BOOK

Branding
Spring 2019

2D Print, 2492px x 2492px

In order to promote brand awareness, a coloring book was created for the children to give out at company events. Coloring pages include product flavor names, the smiling pop, and more. By giving this out to children at catering events, the parents will notice the brand and remember it when they see it shopping in grocery stores.

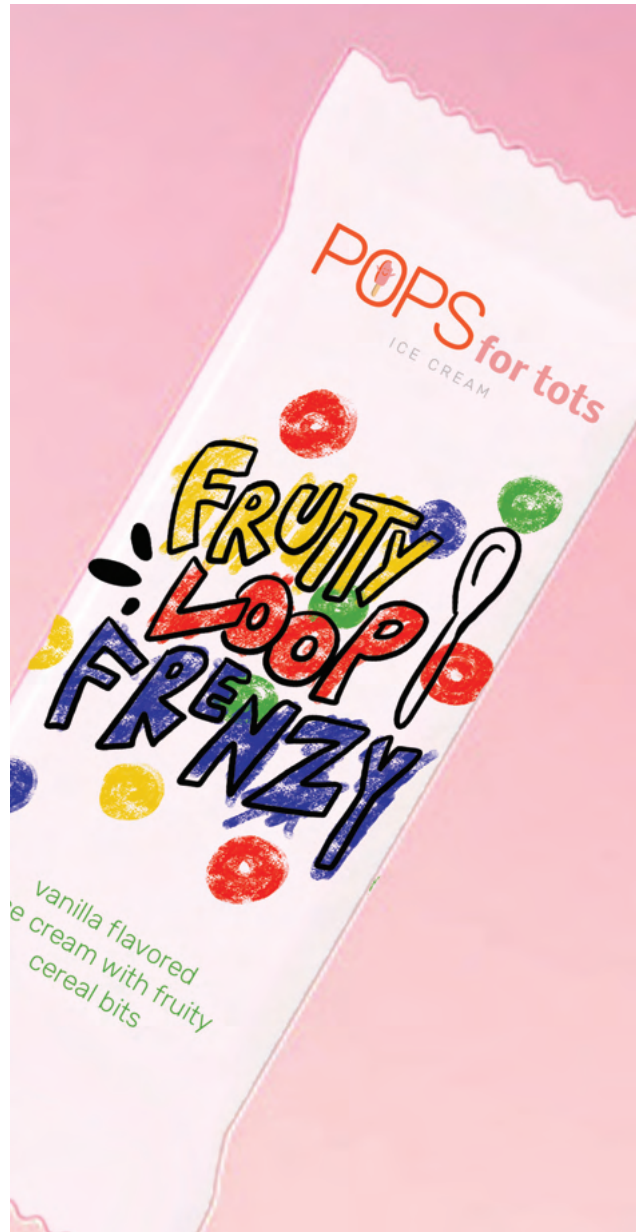


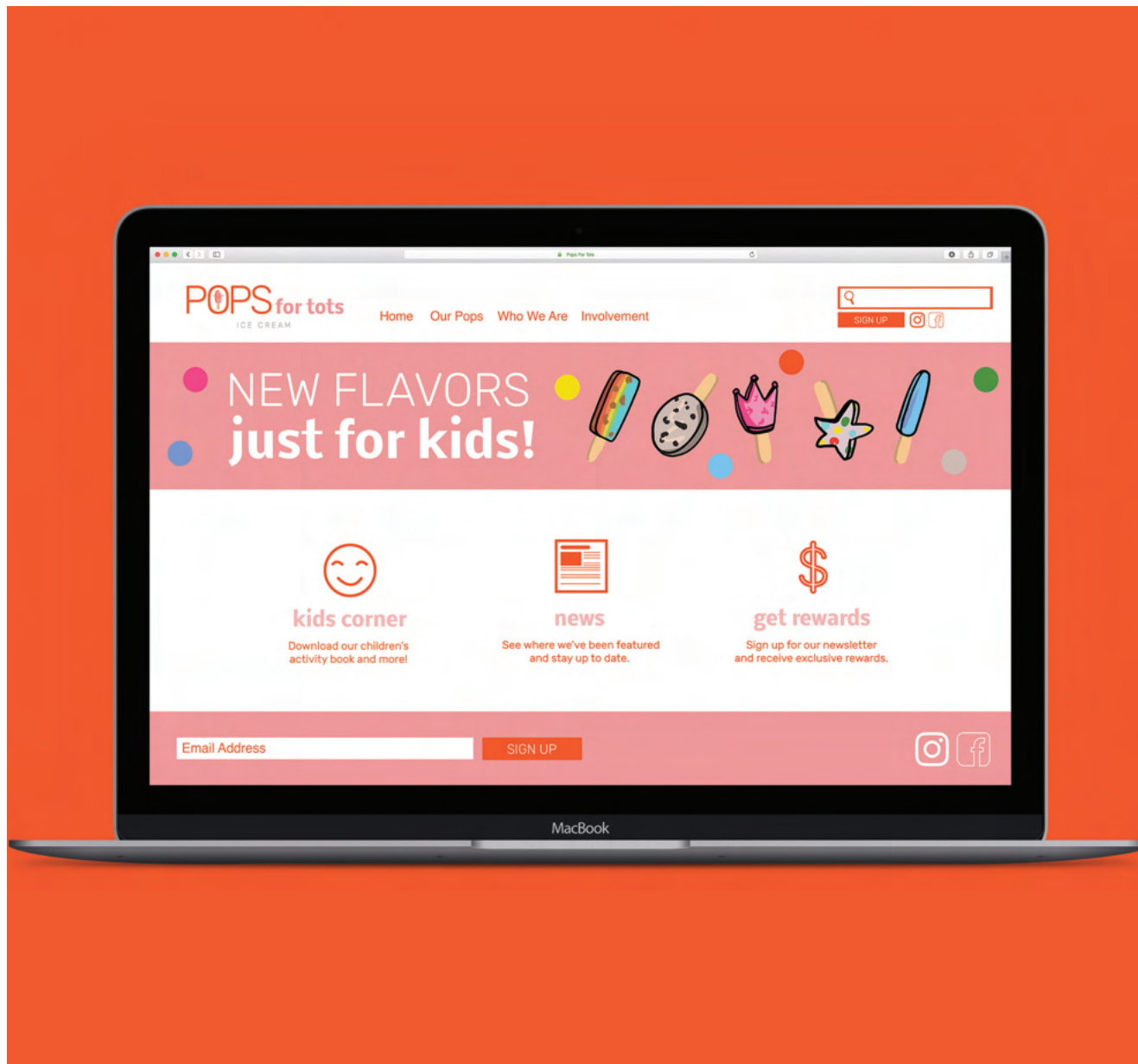
POPS FOR TOTS PACKAGING

Packaging Design
Spring 2019

3D Product

Pops for Tots has 6 tasty flavors that all children will enjoy. The products are packaged in the designs that children created. The social media campaign gave the opportunity for children to color in a flavor name coloring template and be voted on by followers. The winning designs became the product packaging. In contrast with the children's coloring, the type is clean and simple. Overall, the packaging is creative and clean to reflect the company brand.



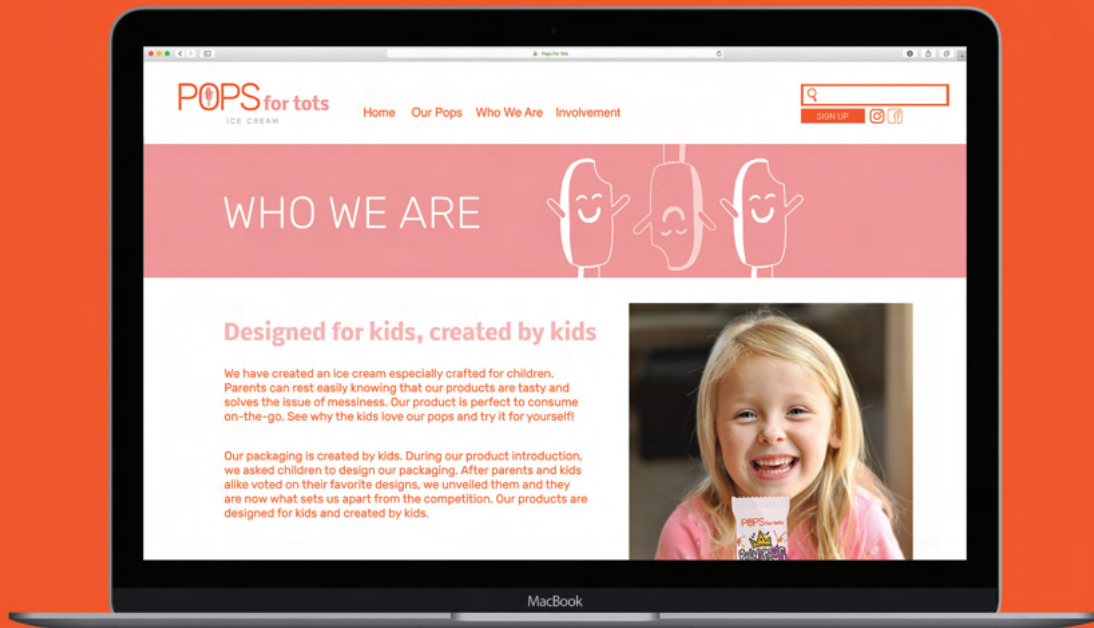
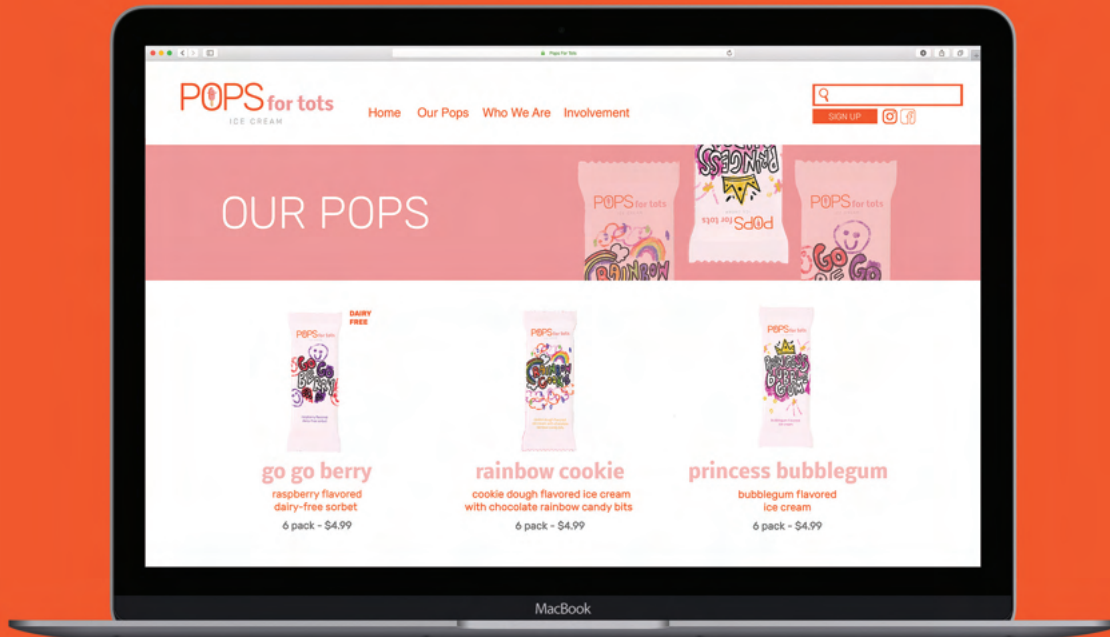


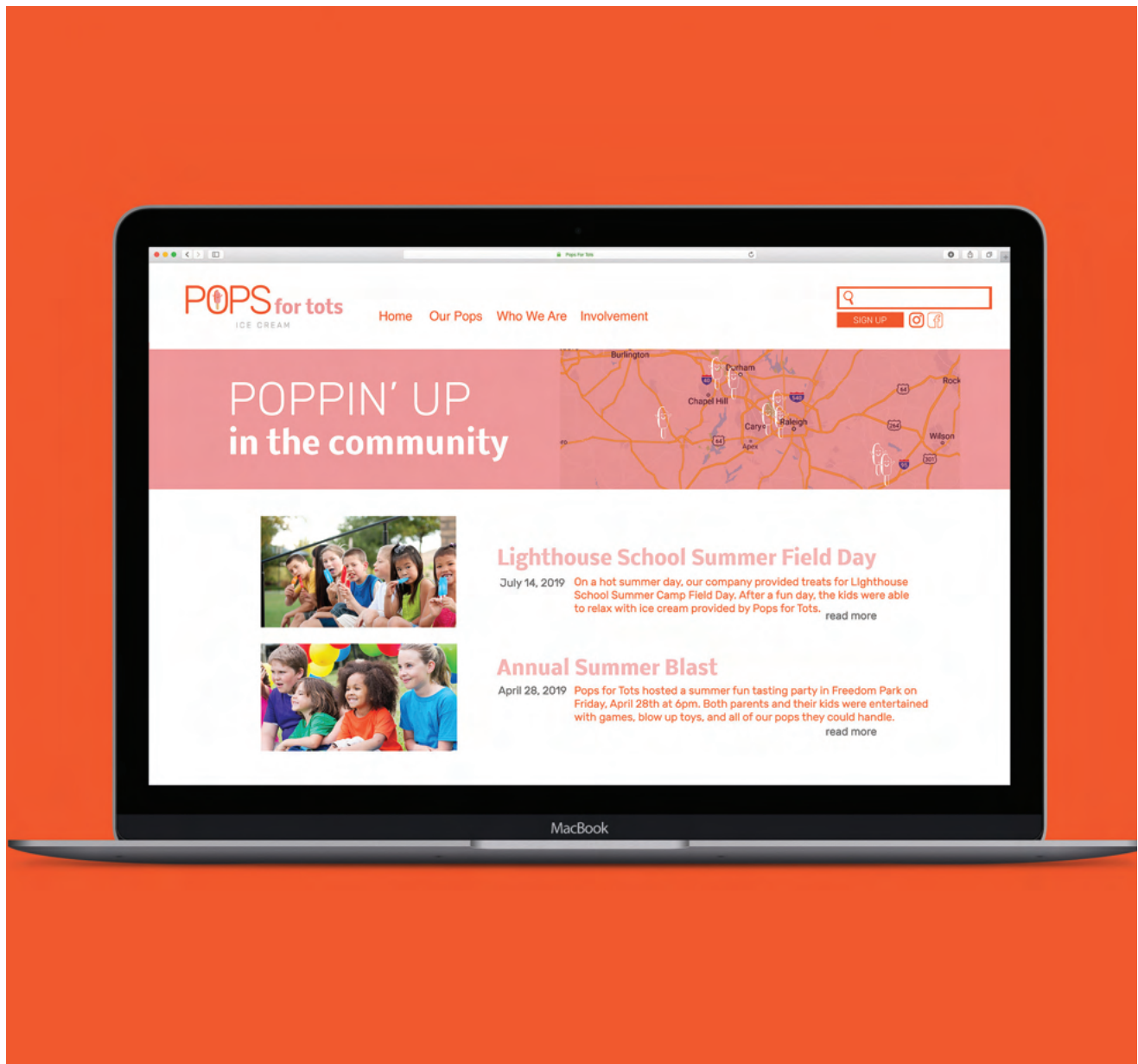
POPS FOR TOTS WEBSITE PAGES

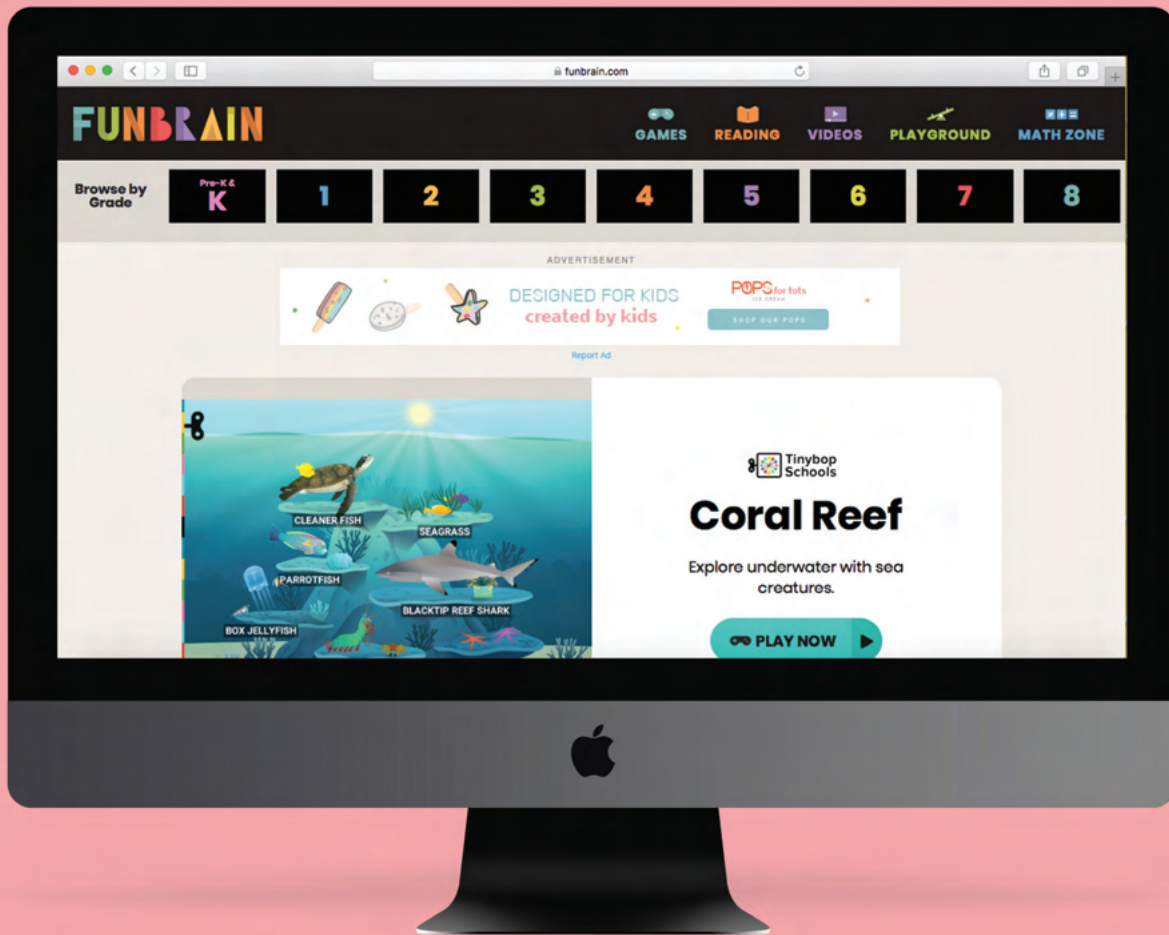
Front-End Web Design
Spring 2019

Web, 512px x 431.28px

Here are four pages for the *Pops for Tots* website. The Home page is pictured above. The layout is consistent throughout the other pages. The “Our Pops” page gives customers the ability to easily find and read about product price and ingredients. The “Who We Are” page gives a simple explanation of the company. The “Involvement” page has a “blog” style layout with images. Customers can click on the entries and read about events that *Pops for Tots* were involved in.





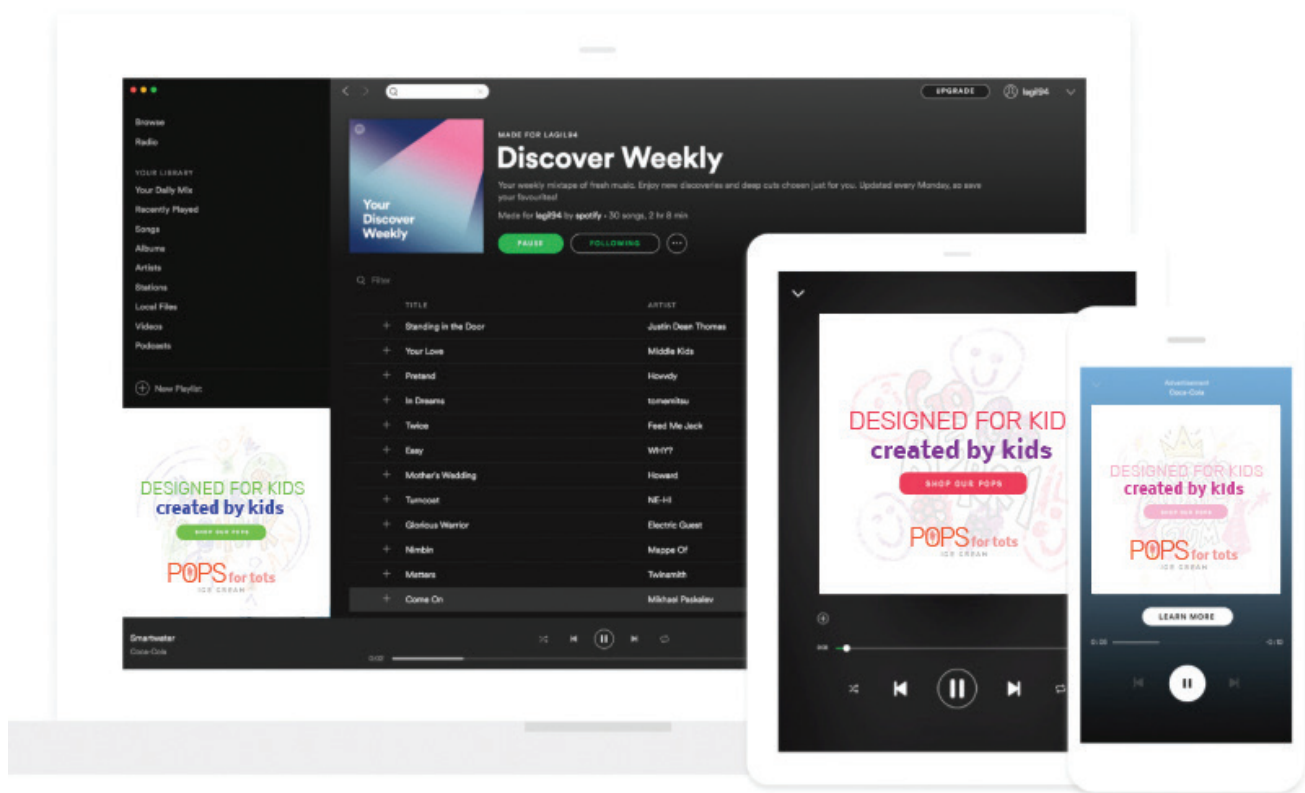


POPS FOR TOTS ONLINE BANNER

Banner Design
Spring 2019

Web, 300px x 600px

The *Pops for Tots* online banner is intended to promote brand awareness. The design includes illustrations of our products, our logo, our slogan, and a “call to action” button. When potential customers click on, “Shop Our Pops”, they will be taken immediately to the website.



POPS FOR TOTS RADIO ADS

Banner Design
Spring 2019

Web, Sizes Vary

These ads were created specifically for radio. The design content is similar to the online banner. However, the layout of the content is different because of the size of the ad. These ads would be running as the winning designs for the packaging are announced. The child's design is in the background with the *Pops for Tots* logo, slogan, and "call to action" button.

LOGOS



HIGH COUNTRY ELITE HOME INSPECTIONS LOGO

Logo Design
Summer 2024

2D Print, 4" x 4"

High Country Elite Home Inspections requested a logo that was simple and had a color palette that would set them apart. The logo uses simple imagery that gives viewers an idea of what type of company they are and where they are located geographically. This was something the client expressed was a big part of the company's identity.



HIGH COUNTRY HEARTH LOGO

Logo Design
Summer 2017

2D Print, 4"x 4"

High Country Hearth is a new high-end electric and gas log business that is located in the mountains of North Carolina. A simple yet sophisticated hearth design composed of lines in a toasted gray gives the identity a luxurious feel. A red orange flame serves as the focal point. The linear hearth design gives the organically shaped flame contrast. The flame also serves as the main design element on the front of the business card. The color choices give the identity a warm and high-end look.



**HIGH COUNTRY HEARTH
BUSINESS CARD**

Branding
Summer 2017

2D Print, 3.5" x 2"



**BANNER ELK HEATING
& AIR LOGO**

Logo Design
Summer 2017

2D Print, 4" x 4"

A re-branding of Banner Elk Heating & Air is presented here. To avoid completely detouring from the previous logo, the arrows were kept to represent the flow of hot and cool air. The thin white lines symbolize clean air. Both light and dark versions of red and blue are present to give the logo some depth and dimension. The re-branding gives the identity a modern and fresh new look.



BANNER ELK HEATING & AIR BUSINESS CARD

Branding
Summer 2017

2D Print, 3.5" x 2"



CAROLINA MADE CONSOLIDATED SHIPPING LOGO

Logo Design
Spring 2018

2D Print, 4" x 4"

Carolina Made's Consolidated Shipping program needed a logo and flyer that would be informative and visually pleasing to the eye. Maroon, from Carolina Made's logo, paired with gray gave the logo and flyer a professional look. The shipping truck gives customers the feel of what the program is all about, fast and efficient shipping. Photographs from inside the warehouse allow potential customers to feel confident about their participation in the program.



CAROLINA MADE CONSOLIDATED SHIPPING FLYER

Flyer Design
Spring 2018

2D Print, 8.5" x 11"



TATE ATHLETICS LOGO

Logo Design
Summer 2018

2D Print, 4" x 4"

Tate Athletics is an athletic facility. A muscular lion reflects strength and speed. Carolina blue and dark blue give a sense of identity to the client. The type reflects speed and athleticism. The boldness of Tate gives contrast to the thin font of athletics. Athletics is in a light gray to soften the look.



CAMPBELL UNIVERSITY OPERA THEATRE LOGO

Logo Design
Spring 2018

2D Print, 4" x 4"

The letters, COT, were intended to be the focal point of the logo. Shapes were added behind the letters to add a more dynamic and artistic look to the piece. Orange and black tie the logo into the university. By combining a Sans and a Serif font, a timeless look is created that reflects the opera.



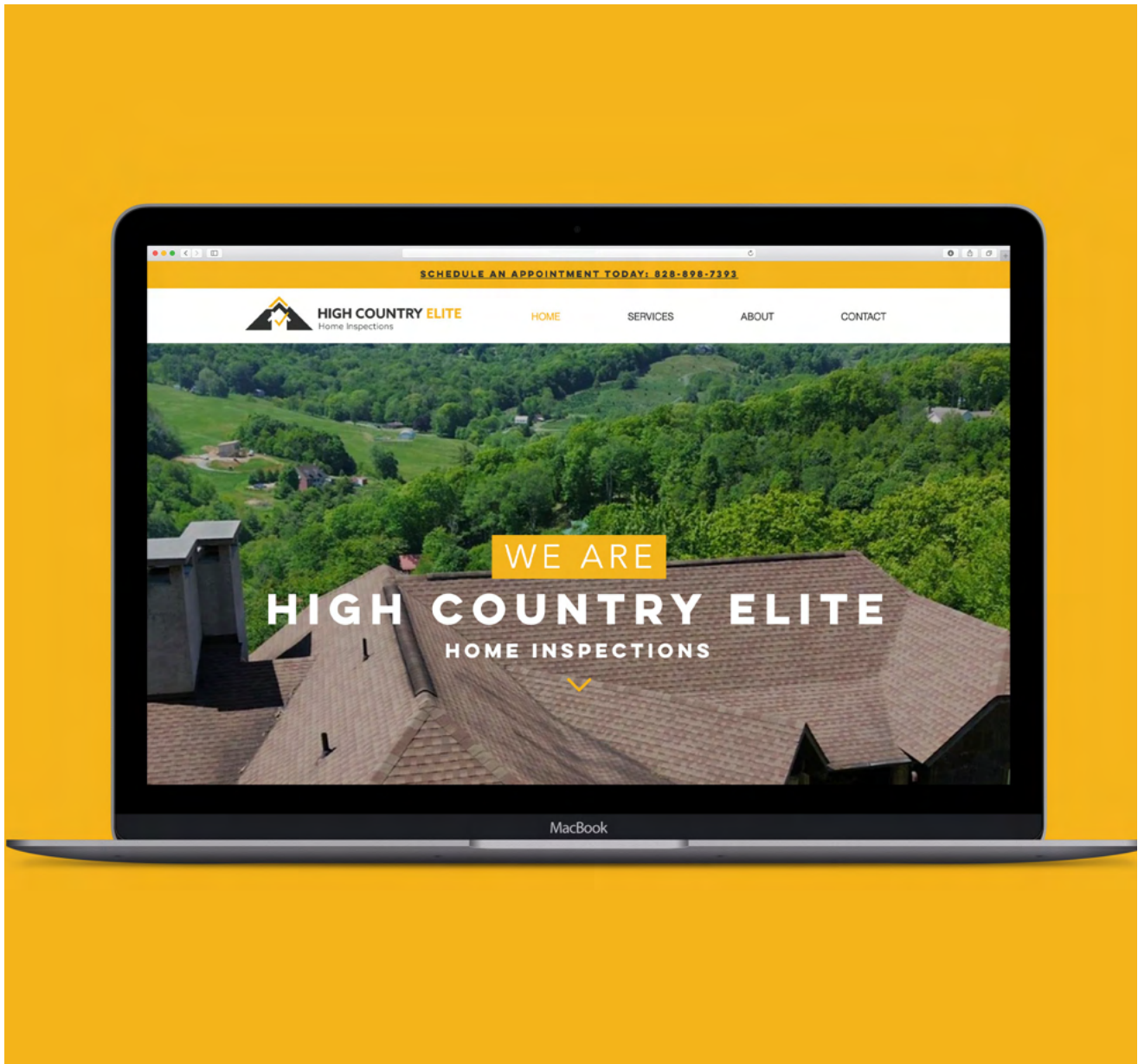
PERSONAL LOGO

Logo Design
Spring 2017

2D Print, 4" x 4"

This personal logo reflects the love of film. Intended to be a logo for an entertainment company, it consists of a star with touches of film reel along the edges. Yellow is bright and uplifting. It is paired with a soft gray which gives the identity a modern and smooth feel.

WEBSITE

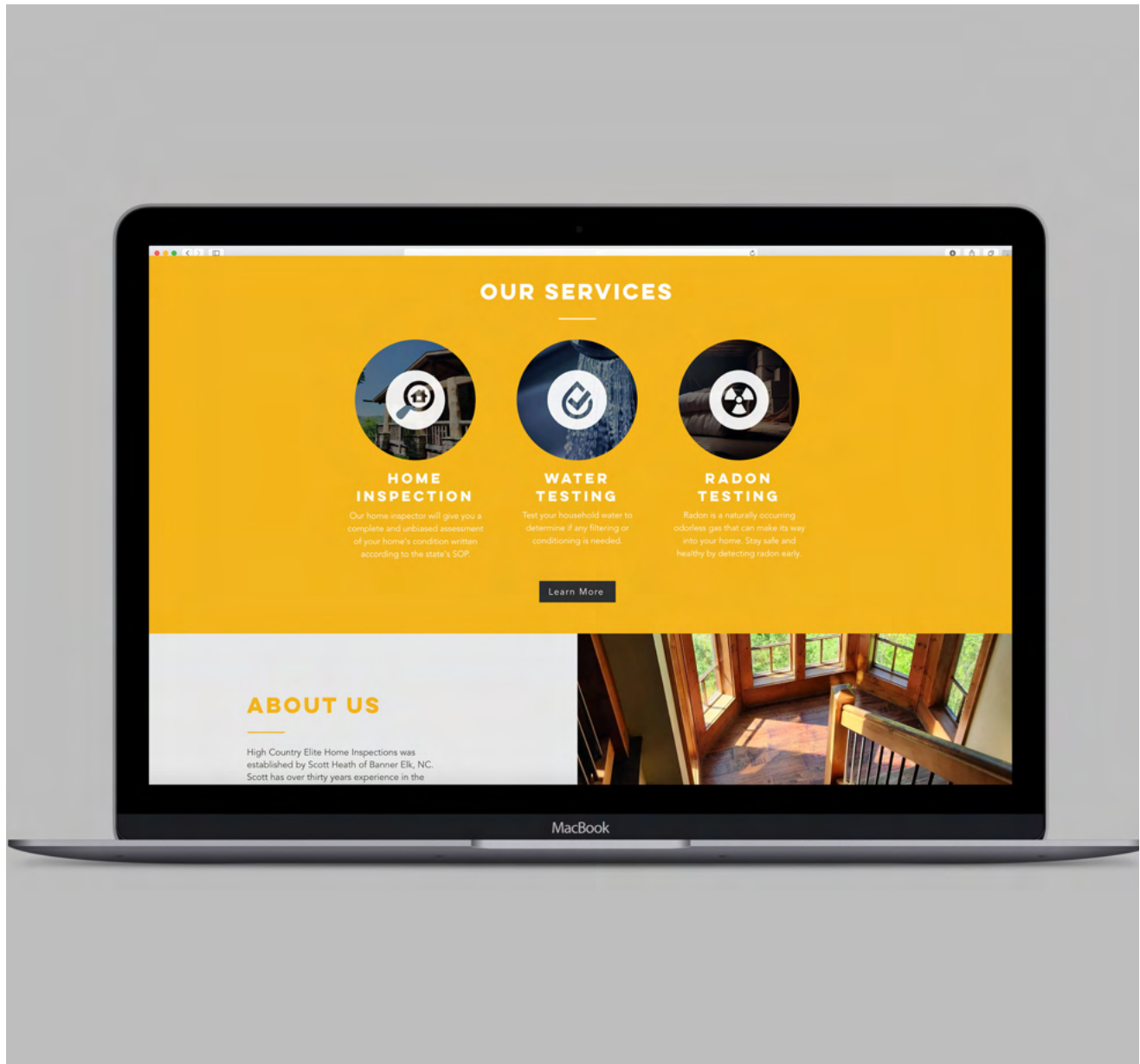


HIGH COUNTRY ELITE HOME INSPECTIONS WEBSITE

Front-End Web Design
Summer 2024

Web

The website for High Country Elite Home Inspections follows their branding with a clean, simple look. The color palette is bright and uplifting, but still sleek and professional.



STATIONERY



PERSONAL STATIONERY

Branding
Spring 2017

2D Print

8.5" x 11"

9.5" x 4.125"

3.5" x 2"

This personal stationery set is simple and clean. With touches of yellow, the set pairs simultaneously with its logo. Yellow was chosen to reflect the bright lights of Hollywood, and the charcoal gray gives the design a modern and soft feel. Minimalistic film reel was placed in the bottom right corners of the letterhead, business card, and envelope.

POSTERS

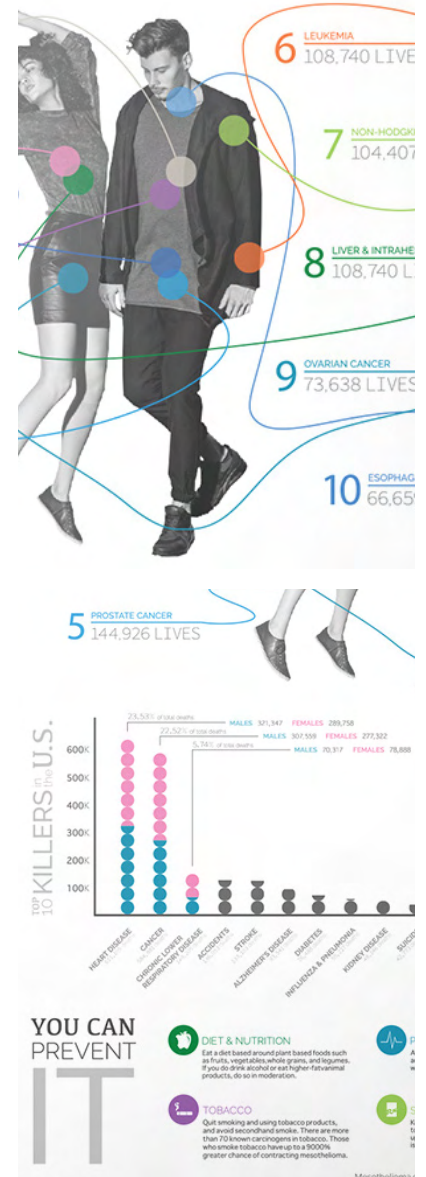
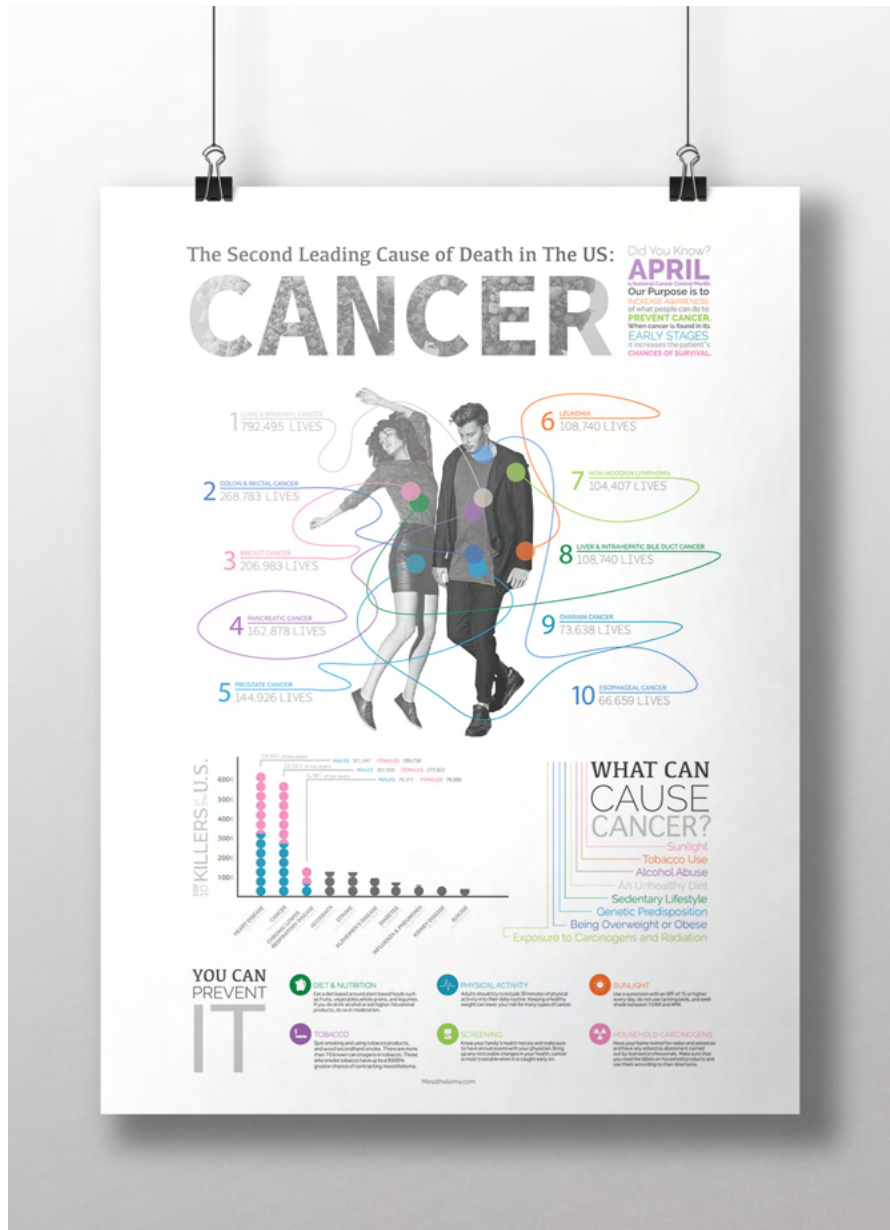


PUBLIC AWARENESS POSTER

Poster Design
Spring 2017

2D Print, 12" x 18"

The goal for this project was to create an imaginary event to raise money for a charity. Elephants are constantly in danger, as poachers kill them for their ivory. This is a poster for an event where visitors could come and purchase photographs of elephants on a reserve from a famous photographer. All of the proceeds go to the World Wildlife Foundation. Blue and green reflect the colors of the earth, while the focal point is an African elephant holding the earth in its trunk, symbolizing the importance of the elephant species.



CANCER INFOGRAPHIC

Poster Design
Spring 2018

2D Print, 24" x 36"

Black and white images of a man and woman were chosen to show where cancer is found in the body. The colors of the specific cancer ribbons were chosen as the accent colors throughout the infographic. Simple and minimalistic icons about cancer prevention allow viewers to understand the information presented to them at a glance. Organic shapes and lines create a soft look and lead viewers' eyes to the information organized on the poster.



TRAVEL MORE POSTER

Poster Design

Winter 2019

2D Print, 18" x 24"

This poster is a photomontage combined with typographic elements. These photos were taken in Alaska, Washington D.C., Las Vegas, and Monument Valley. They show the beauty of both rural and urban areas of the United States. This piece is a reminder that there are more memories to be made in new places around the world.



CU OPERA THEATRE PRODUCTION POSTER

Poster Design
Fall 2018

2D Print, 12"x18"

Campbell University's Opera Theatre put on a performance of "The Telephone" and "Trial By Jury", and this is the production poster for it. Because the show was set in the 1970s, the poster has a psychedelic look. For the type, computer generated fonts with a combination of handwriting gives the poster a free flowing look.

PACKAGING



X&Y COLDPLAY ALBUM

Packaging Design

Fall 2017

2D Print, 17.25" x 10.975"

With the original album cover being unclear, the goal was to reflect the meaning of the album in its artwork. "X&Y" represents the good and the bad in life. This is reflected in the design by the combination of warm colors and linear patterns with cool colors and organic patterns.



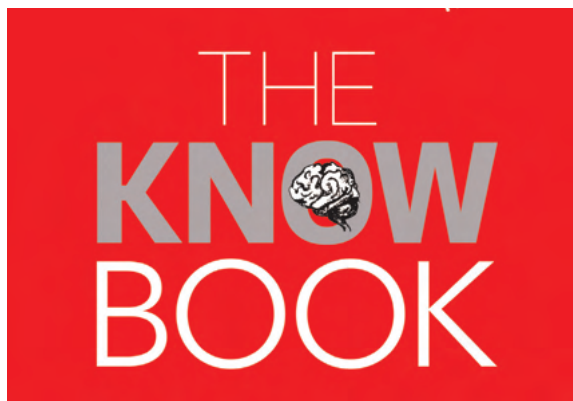
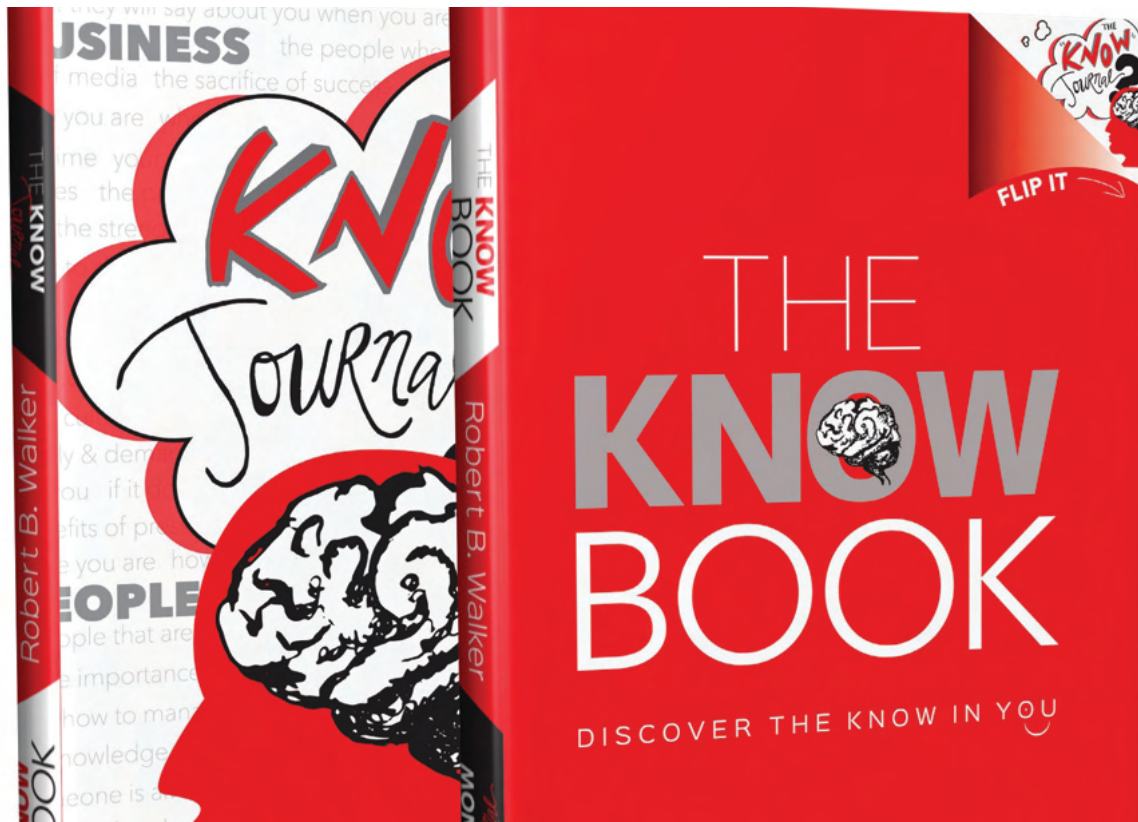
SPORTS PACKAGING

Packaging Design
Spring 2018

3D Product, 8"x7"

The goal of this project was to find a sports related product in need of a complete packaging redesign. This On-The-Go Cooling Towel now reflects its company's look. The goal was to model the packaging after the look of the logo. The angular lines reflect the speed and agility of an athlete. The simple color scheme makes the packaging appealing to all ages and both genders. Professional athlete endorsements add a sense of quality and credibility to the product.

BOOKS

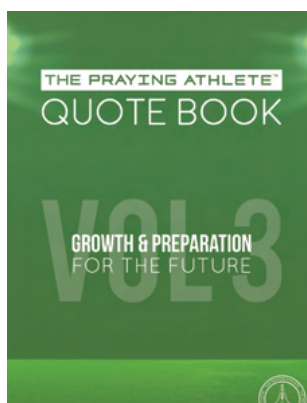


THE KNOW BOOK

Book Design
Summer 2018

Publication, 5" x 7"

The Know Book is a flip book, where the book is on one side and its companion, *The Know Journal*, is on the other side. The journal cover is more whimsical and creative to reflect the fact that the reader gets to write down his or her own thoughts. The book cover is simple and easy to understand, much like the writing inside. The brain illustration is the focal point of the journal cover, which is why it is included on the front of *The Know Book* cover.

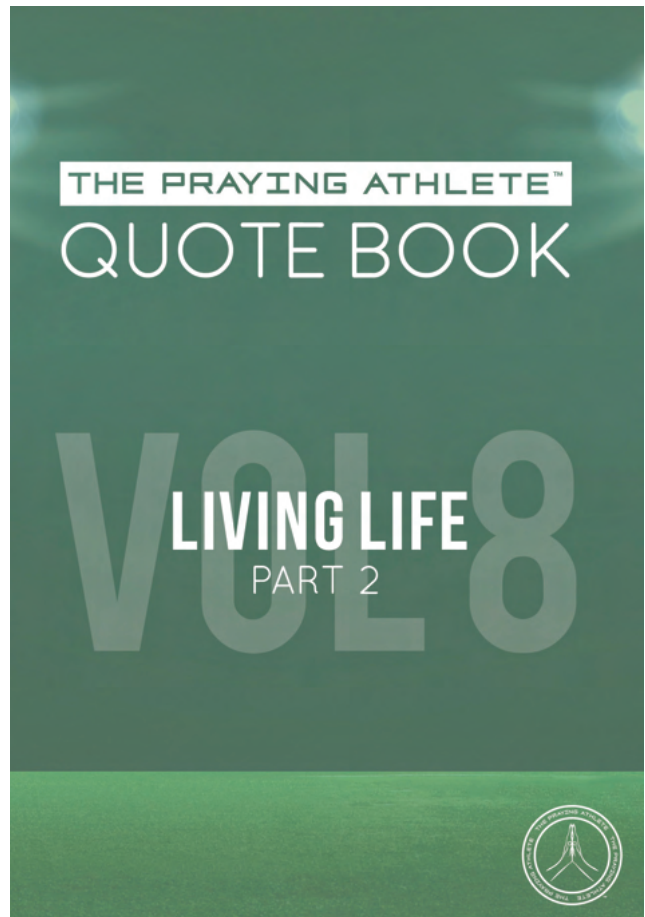
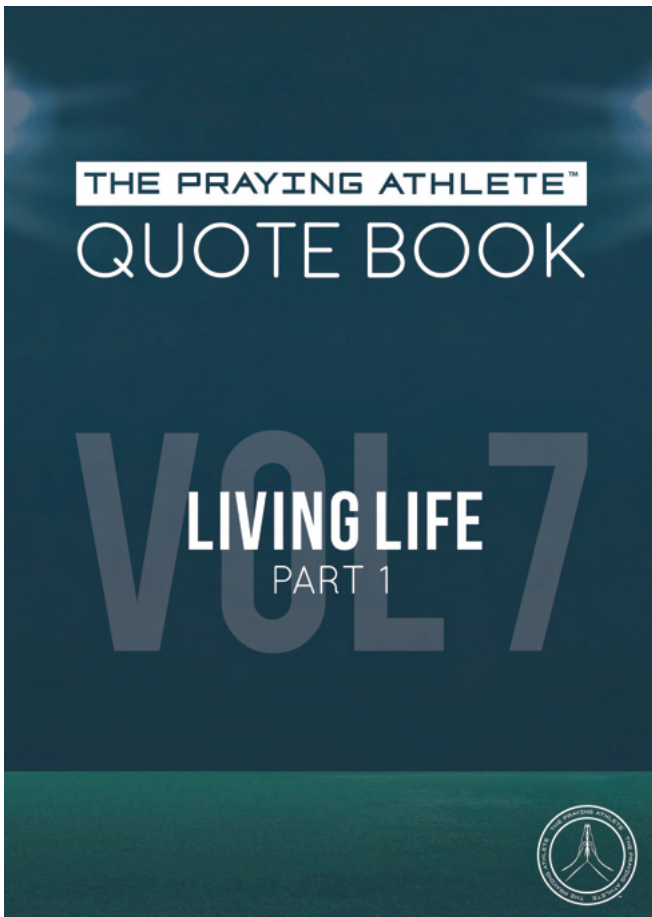


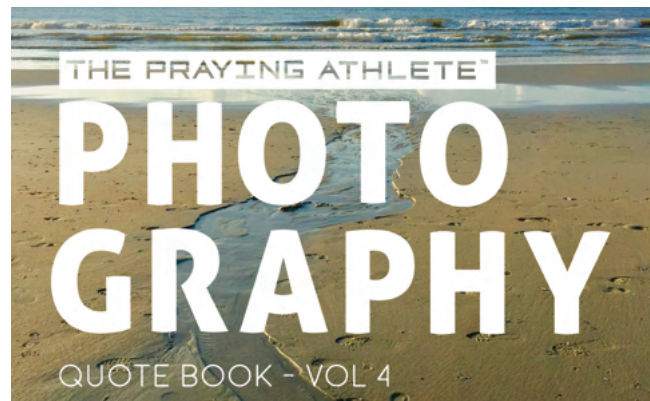
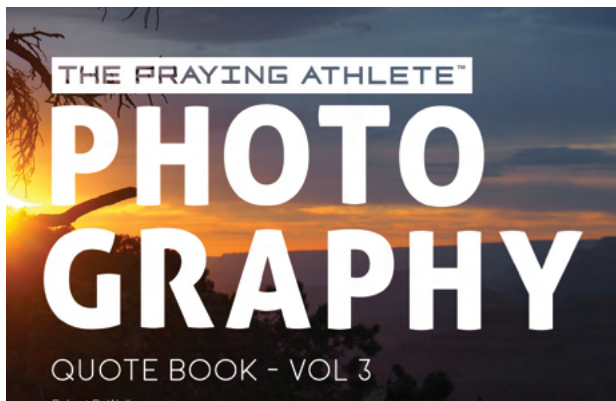
THE PRAYING ATHLETE QUOTE BOOKS

Book Design
Summer 2018

Digital Publication, 4" x 6"

Both the exterior and interior of these ebooks are clean and sleek. Two of The Praying Athlete logos are used on the cover. Because these books are intended for athletes, fonts were chosen that fit the look. Each volume is a different color in order to distinguish them from each other.





THE PRAYING ATHLETE PHOTOGRAPHY BOOKS

Book Design
Summer 2018

Digital Publication, 8" x 8"

The goal was to create a very clean and modern cover that would visually attract viewers. Some of the images found in each volume create each letter in the word, photography. Doing this adds a bit of color to the white and gray on the cover. It also allows viewers to get a glimpse of what images will be found in the books.

