

# Anne M. Ashley

## PROJECT ADMINISTRATION | MARKETING | DESIGN

Project manager and graphic designer – full conceptualization, rapid design iteration and production of creative solutions for business communications. Print, web and social content to engage consumer and B2B client audiences.

### PROFESSIONAL EXPERIENCE

Nissha Si-Cal Technologies, Inc. — Westboro, MA 2018

#### Production Artist

Si-Cal Technologies, Inc., a subsidiary of Nissha, manufactures roll-to-roll electronic and heat transfer decal and label products applied by industrial hot stamping equipment.

**Art department coverage.** Assessed customer-provided decorations and label designs against technical production capabilities. Participated in technical reviews with production and sales manager to ensure quality output of finished product. Generated proofs for customer approvals and artwork for films used to create screens for multi-color presses. Managed film processor and film imaging equipment.

Virtustream, Inc. ([virtustream.com](http://virtustream.com)) — Hopkinton, MA 2016 – 2017

#### Senior Analyst, Graphics Design, Marketing

Virtustream, a Dell Technologies Business, is the enterprise-class cloud service and software provider trusted by enterprises worldwide to migrate and run their mission-critical applications in the cloud.

**Company marketing and rebranding initiative.** Started after purchase by EMC and refreshed after purchase by Dell. Projects included: brand guide, templates for PowerPoint and Word, business papers, internal website pages and communication initiatives, email design, icons, portals, photography selection, and internet banner advertisements. Provided resources and guidance to external agencies and channel partners. Mentored interns working on social media deliverables. Led brand refresh initiative across all properties.

**New product releases.** Designed collateral, training decks, email and launch announcements.

**Presentations.** Created, updated, edited and visually enhanced messaging for events, meetings, executives, sales and training needs. Established review process and checklists for approvals.

**Website administration.** Updated [Virtustream.com](http://Virtustream.com) per event, webinar and blog calendar, and evolving collateral and product needs. Requested code enhancements to the content management system from the creative agency developers.

**RFP support.** Provided marketing and design support for top-level RFP team on submissions, which ranged from 40-180 pages and included extensive diagrams, tables and appendices.

**Illustrations.** Built editable graphics for translation team use. Created cloud delivery architectures, business concepts and infographics.

Johnson and Wales University — Providence, RI 2015

**Department branding.** Website structure and information to convey university department infrastructure reach. SMEs included Instructional Designers and Academic Technologists delivering course design, hands on training, assessments and support for faculty professional growth initiatives. Created illustrations, diagrams and web images to convey essential services messaging.

VCE Company, LLC — Marlboro, MA 2012 – 2014

#### Senior Graphic Designer, Technical Publications Solutions

Deadline driven project content for technical publications and solutions writers' papers. VCE was founded by EMC, Cisco, VMware and Intel to deliver virtualized computing environments.

**White paper illustrations.** Hardware, software and logical architectures from sketches, research, existing diagrams and meetings with vArchitects, technical writers and SMEs.

**Graphic Standards.** Developed, wrote and illustrated specifics in codifying best practices into a concise reference and training guide on internal Wiki.

**Media library.** Bug tested internal digital asset management (DAM) platform build. Systematic image preparation, upload, metadata tagging and labeling of over 400 assets. Trained administrative users, wrote user instructions and FAQ for company-wide release.

**Iconography.** Produced technical and reference icons. Labeled and assembled into PowerPoint and Visio catalogs for company-wide use. Directed redesign project with external agency.

**Executive briefings.** Designed interactive business summaries for board approvals and Engineering Services Solutions organization business planning.

## REPRESENTATIVE HIGHLIGHTS

### Senior Graphic Designer / Website Design Consultant

2001 – Present

**Human Kinome Project** – Worldwide icon. Produced reference illustration published in the journal *Science* that continues to generate reproduction requests from scientific community working to advance cancer drug development (<http://kinase.com/human/kinome/>). Illustration of phylogenetic tree of *Monosiga* tyrosine kinases published in the paper *2008: Signaling Breakthroughs of the Year* received global press attention.

**Sophos** – Multimedia deployment. Designed Security Threat Report for print/ interactive .pdf with linked and embedded videos, and tablet/mobile-compatible versions in Flash-based Zmags user interface. Designed Unified Threat Management timeline infographic as poster for print and additionally as navigable, interactive booklet with Flash animations, deployed on Zmags for desktop and tablet consumption.

**WNPLS** – Conference materials. International cancer research and educational conference in China led by the world's leading scientists. Participants include Chinese hospital administrators and health policy leaders. World Nobel Prize Laureate Summit program and Agenda, Cards, Call for Abstracts.

**American Science and Engineering, Inc.** – Key corporate creative initiatives. Translated brand strategies into impressive sales results through the development of sales presentation materials for world leader in production of X-ray inspection machines used to combat terrorism and trade fraud. Produced design, illustration, and photos for website and printed materials used both internally for corporate communications and externally. RFP Submission: partnered with Software lead to design a user interface that demonstrated product benefits and won a \$28 million government development award.

**Cell Signaling Technology** – Antibody production and research company launch. With Creative Director, determined overarching information structure, layout, design elements and production obstacles to building efficient digital libraries. Built western blot and IHC cell stain image library, did design production for two product catalogs, product package design, data sheets, web page proofing, advertisements, trade show fliers and technical illustrations.

## COMPUTER SKILLS

Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Dreamweaver, Acrobat, Premiere/AfterEffects. Sony Vegas Movie Studio, Camtasia, Razuna (digital asset management), Craft CMS, Confluence and Jive (Wiki), CSS, HTML, QuarkXPress, Google analytics, Constant Contact. Windows and Mac OS. MS Office: PowerPoint, Word, Excel, Publisher, Visio.

## EDUCATION

Hamilton College, Clinton NY  
Clark University, Framingham MA

**Bachelor of Arts, cum laude**  
Certificate in Computer Graphic Design & Pre-Press

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