

ashmita l. lacy

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Work Experience

- 2015 - Present
Senior Visual Designer
Viscira LLC - San Francisco, California
Establish direction, and design solutions from concept development to execution for high-impact designs including tablets, tradeshow, web, and mobile platforms. Present projects to clients, provide leadership, and oversight on various project assignments. Working in collaboration with UI/UX designers, software developers to ensure implementation of design.
- 2012 - Present
Freelance Visual Designer
Division of Labor - Worked alongside Creative Leads to create graphics for large scale campaigns including, digital banners, digital advertisements, email template design, print design, and social media design.
1Ingress Corporation - Identified and managed internal resources in partnership with creative leads to best manage workload and production of all design projects from conception to completion. Key leader in developing brand identity, UI design for web, and hiring creative talent.
Meyer Sound Laboratories - Design and produce quality marketing collateral for web, print, and email including: creating designs, layouts, web-ready graphics, and design for web pages, swag, email campaigns, marketing assets, trade-show presentations, dealer and in house marketing videos, motion graphic design, infographic design, and collateral for press release materials.
- 2014 - 2015
Lead Visual Designer
LaunchSquad - San Francisco, California
Made individual design contributions on key projects and provided design guidance through every aspect of a project life-cycle such as storyboarding, concept creation, asset production, messaging, and motion graphics.
- 2013 - 2014
Multimedia Designer
UC Berkeley - Berkeley, California
Provide research assistance and other support for publication development efforts for Berkeley Resource Center for Online Education. Produced a variety of digital curriculum and communications projects including but not limited to moderately complex visual treatments, marketing and brand development, design and layout for web-based content, motion graphics and complex digital storytelling.
- 2012 - 2013
Visual Designer
Tu'eL Skin Care - Oakland, California
Coordinated the production of high-impact marketing campaign in efforts to re-brand Tu'eL through social media, ad campaigns, marketing materials, package & product design, product animations, trade-show materials & booth design, email newsletters, and animated advertisements.

Profile Objective

Creative designer with experience in project discovery and planning, creating design from crafting concepts, and producing high-quality marketing and promotional materials for web and print through thoughtful interactions and experiences.

Software and Applications

Photoshop, Illustrator, InDesign, Dreamweaver, Premier, After Effects, Media Encoder, Muse, Flash, Acrobat, Cinema 4D Sketch, Keynote, PowerPoint & Word.

Salesforce Marketing Cloud. ProofHQ. Workfront. Basecamp. Box. Dropbox. Jira. Celoxis. Slack.

Education

Ex'pression College for Digital Arts - Emeryville, CA
Bachelor of Applied Science Degree: Motion Graphic Design
May 2012 to January 2014

Fashion Institute of Design and Merchandising - San Francisco, CA
Associates of Arts Degree: Visual Communications
October 2003 to June 2005

A Little About Me:

Hello! I'm Ashmita [pronounced Ash-mee-tha]. Artist, mom to my mini, and lover of pretty things. My color is blue. I'm a native to Seattle, currently reside in Downtown Oakland.

