

# ash arnett

BRAND SYSTEMS +  
CAMPAIGN DESIGN

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## summary.

Senior Graphic Designer with 10+ years of experience building brand systems and campaigns across digital and print. Skilled in scalable design, cross-functional collaboration, and multi-location brands. Combines creative direction with hands-on execution to deliver consistent, strategic design.

## education.

**University of Houston**  
HOUSTON, TX

2014 - 2016

**Bachelor of Science in Psychology**  
Minor - Studio Art

### Affiliations & Membership

- University of Houston Alumni Association (UHAA), Member
- Cougar Pride, Member
- Spirit of Houston Alumni, Member

## skills.

- adobe creative suite (*ps, ai, id*)
- canva
- brand identity
- marketing campaigns
- print & digital design
- social media graphics
- motion graphics
- prepress production
- project management (*monday.com*)
- asset management (*dropbox*)
- cross functional collaboration

## experience.

**iCRYO Health & Wellness**  
HOUSTON, TX

2022 - 2026

### Sr. Graphic Designer

- Led brand design across 50+ franchise locations, creating scalable systems for print, digital, signage, and campaigns.
- Directed creative for national campaigns, service launches, and Elevate Conferences across digital, print, video, and environmental graphics.
- Partnered with marketing, operations, and franchisees to deliver high-volume, brand-consistent creative across local and national initiatives.
- Mentored a junior designer while managing concurrent projects and fast-paced production deadlines.

**Marqet Group**  
HOUSTON, TX

2018 - 2020

### Graphic Designer

- Created marketing materials for diverse client portfolios, including print, web, and social campaigns.
- Collaborated with clients and internal teams to deliver brand-aligned creative assets under evolving strategies.
- Oversaw multiple design projects concurrently, ensuring timely delivery and consistency.

**United States Army**  
UNITED STATES

2010 - 2013

### Multimedia Illustrator - 25M

- Designed layouts for the NCO Journal magazine, meeting tight publication deadlines with precision.
- Provided photography and creative support for high-level military events.
- Demonstrated flexibility and communication under pressure, supporting both creative and administrative initiatives.