



# ASHLEY ELLIS VONDERHORST

Senior Art Director | League City, TX | bungalostudio.com | ashley@bungalostudio.com

## SKILLS

Brand Strategy & Development

Creative Direction & Vision Ownership

Customer Engagement & Relationship Building

New Business Development & Client Acquisition

Presentation Design & Storytelling

Brand Standards & Guidelines Creation

Strategic Planning & Direction

Market & Trend Analysis

User Interface (UI) / User Experience (UX) Design

Digital & Print Design (Adobe Creative Suite)

Video Editing & Production (Adobe Premiere Pro)

Prototyping & Wireframing (Adobe XD, Figma)

Photography & Image Editing (Adobe Lightroom & Photoshop)

Presentation & Collaboration Software (PowerPoint, Keynote, Microsoft Office Suite)

3D Modeling & Design (SketchUp)

Website Design & Development

Social Media Marketing & Campaign Strategy

## ABOUT ME

A creative design and marketing professional with over 20 years of experience spearheading growth initiatives for large multinational corporations. Recognized as a brand ambassador, with expertise in leveraging dynamic typography and compelling imagery to create innovative, cost-effective marketing solutions and high-impact campaigns that enhance brand awareness and drive business growth. An organized, analytical, and adaptable self-starter with a proven track record of strong team leadership and career progression. Renowned for work ethic, visual design excellence, attention to detail, and exceptional interpersonal skills. Actively seeking full-time, hybrid or remote opportunities where my experience and versatility can contribute to the success of the organization.

## EMPLOYMENT HISTORY

### **Senior Art Director, The City of League City, Texas**

June 2023 — Present

- Lead the rebranding efforts for League City, Texas' Library, Parks and Recreation departments, Convention and Visitors Bureau, and The Ballpark at League City, while also refreshing the branding across all city publications and communication channels.
- Designed multiple campaigns for the City for use in publication ads, web banners and social media
- Redesigned the Park & Recreation publication, *Beyond the Oaks*

### **Brand Expression Engineer, Freeman, Dallas**

December 2019 — July 2020

- Achieved 83% increase in overall user experience, based on internal survey results, by partnering with global marketing team of 30 to translate brand vision and maintain consistency and integrity
- Collaborated with other team members to create fresh brand ideas and project initiatives
- Created a simple, user friendly, virtual design system for use by 4K+ global employees spanning 90+ locations, automating processes with smart design and presentation templates
- Led establishment of file system and portal for 10K+ assets, updated database to ensure accurate and up-to-date information
- Implemented an ambassador program and provided training to 28 employees on brand portal and asset libraries

### **Senior Art Director Freeman, Dallas**

January 2008 — December 2019

- Prepared and presented to potential clients during Request for Proposal (RFP) process, including Consumer Electronics Show (CES), which alone earned \$40M in annual business
- Developed e-blast and direct mail campaigns, distributing communication to attendees of 11K+ global events
- Collaborated on creating and implementing mentorship program to provide information on topics including corporate brand, design trends, and design applications
- Collaborated with teams of 5-20 members, including clients, creative directors, sales teams, project managers, 3D designers, and production staff, to develop and execute organized strategies from initial concept through to the setup and teardown of trade shows, booths, exhibits, and corporate events
- Transformed some of the world's leading brands into immersive, large-scale trade show and corporate event experiences

## EXPERIENCE

ACE Hardware  
American Airlines Museum  
American Chemical Society  
Anheuser Busch  
Borden LALA  
Boeing  
Bobcat  
Boy Scouts  
Canada Business at the London Olympics  
CES  
Dallas Arboretum  
Dr. Pepper Snapple  
FIFA 2026  
Fossil  
GE  
Global Pet Expo  
Google  
Heart Rhythm Society  
Hilton Worldwide  
Heli Expo  
Hyatt  
IEEE  
IMX  
IBM  
IFT  
KFC  
LG  
Light Fair  
Lucas Films  
Mary Kay  
NASA  
NADA  
NACS  
National Stationery Show  
Orgill  
Pampered Chef  
PPAI  
Qualcomm  
Ralph Lauren  
Rotary Club  
RNC  
Siemens  
SEMA  
School Nutrition Association  
Southwest Airlines  
Starwood  
Texas Municipal League  
Terex  
Thomson Reuters  
United Way  
US Army  
The Walt Disney Company  
Wendy's  
Wyndham Worldwide

### *Notable Accomplishments at Freeman*

- Contributed to securing the Consumer Electronics Show (CES) — the largest trade show in the world — as a Freeman client
- Led the design of internal and external marketing campaigns through digital, video, and print media, including the Face-to-Face Race App
- Collaborated with content and marketing teams to ensure design compliance with brand guidelines
- Mentored junior designers, offering guidance to enhance team output and elevate overall design standards
- Developed infographics that effectively communicated complex data for multiple shows, resulting in **95%** attendee satisfaction for clear information and wayfinding
- Coordinated with external vendors to ensure the accuracy and quality of printed materials
- Incorporated interactive design elements to create engaging user experiences
- Produced graphic content for social media campaigns, aligning with brand objectives
- Researched industry trends and projected changes to capitalize on emerging opportunities

### **Art Director & Website Designer**

The City of League City, Convention and Visitors Bureau  
September 2022 — December 2022

- Designed the Holiday Website, showcasing events, accommodations, shopping, and dining options to promote local businesses: leaguecityholidays.com
- Created a logo and branding for the Holiday Shopping Pass, offering discounts at businesses across the Bay Area, driving local commerce while supporting community businesses
- Designed holiday-themed banners for use on city property
- Developed digital banners and an online advertising campaign for the city

### **Creative Director | Designer | Photographer | Illustrator | Owner**

Bungalō Studiō, League City  
January 2019 — Present

- Creative Direction: Lead all aspects of brand development, executing design concepts from inception to completion, and crafting creative strategies tailored to client needs
- UX/UI Design: Optimize user interfaces, focusing on usability and aesthetic appeal to enhance overall user experience
- Graphic Design: Design innovative visual communications, including branding, signage, illustration, packaging, video editing, photography, print, and web design
- Illustration: Interpret clients' concepts into engaging visual assets for print and digital media
- Professional Photography: Capture a wide range of events with a keen eye for detail, including portraits, exterior shots, step-and-repeats, auctions, entertainment, and more.

### *Notable events photographed include:*

- Freeman Trade Shows, Exhibits, and Events
- AT&T Summit
- Cowboys & Cowboys Charity Events: Sky Ranch Camp
- JLC Plano — The Junior League of Collin County
- The City of League City, Texas Events
  - White Linen Night
  - Holiday in the Park
  - Citizen Appreciation Day
  - Fireworks Extravaganza
  - Aviary Art Show

## EDUCATION

BFA in Communication Design  
Texas Tech University, Lubbock  
August 1999 — May 2004

## RECOGNITION

All-Star Wall of Fame for The City of League City, 2024