

Ashton Wignall

Multidisciplinary Designer | Branding • Campaigns • Visual Systems

Designer with 4+ years of experience shaping brand identities and integrated campaigns across digital and physical spaces. Combines concept-driven thinking with refined execution to create clear, engaging visual work. Comfortable leading projects from early ideas through final delivery in collaborative, fast-paced environments.

Education

Bachelor of Arts Graphic Design

University of Minnesota
Class of 2022

Professional Experience

Designer | CCF Advertising • Minneapolis, MN (Remote)

Feb 2023 – Present

Selected clients: Medtronic, UnitedHealthcare, Optum, Metro Transit, Northern Star Scouting

- Conceptualize and design integrated campaigns across healthcare, transit, and nonprofit clients, translating strategy into clear, compelling visual systems.
- Shape campaign narratives and creative direction from early concept through execution across digital, print, and environmental touchpoints.
- Led creative for a multi-channel campaign reaching 50M impressions, driving 300K visits, 10.5K leads, and 2.5K enrollments.
- Designed a targeted outreach campaign grounded in candid, insight-driven messaging, resulting in 47 enrollments, 46 inbound calls, and \$25K+ in confirmed value.
- Develop and extend brand identities, building flexible systems that support storytelling across platforms.
- Collaborate closely with writers, strategists, and developers to refine ideas and elevate craft across all deliverables.
- Present and defend creative work to clients, articulating rationale and iterating to strengthen final outcomes.
- Contribute to new business through concept development, storytelling, and pitch-ready visual design.

Creative Intern | CCF Advertising • Minneapolis, MN

Jun 2022 – Feb 2023

- Supported campaign development through layout design, asset production, and brand application across social, web, and print.
- Contributed to early-stage concepting and internal reviews, gaining experience in agency workflows and creative collaboration.
- Maintained visual consistency across deliverables while working within established brand systems.

Graphic Design Intern | UMN College of Vet Science • Minneapolis, MN

Mar 2021 – May 2022

- Designed marketing materials for university-wide events and departmental communications.
- Developed branded templates and layout systems to improve consistency and efficiency.
- Gained experience in editorial design, production workflows, and accessibility best practices.



Core Capabilities

Brand Identity • Visual Systems • Campaign Concepting • Typography & Layout • Art Direction • Digital & Print Design • Storytelling • Presentation

Tools and Platforms

Adobe Creative Suite (InDesign, Illustrator, Photoshop, Animate) • Figma • Procreate • Midjourney • ChatGPT • Microsoft Office • Slack • Basecamp • Apple Suite