

# Ashton Wignall

## Education

### Bachelor of Arts Graphic Design

University of  
Minnesota

## Multidisciplinary Graphic Designer | Branding • Visual Storytelling • UX/UI

Creative, detail-savvy designer with 4+ years of experience in branding, digital campaigns and cross-platform design. Known for balancing strategic thinking with compelling visuals to create meaningful, audience-driven solutions. Thrives in fast-paced, collaborative environments where clarity and craft are key.

## Professional Experience

### Designer | CCF Advertising • Minneapolis, MN (Remote)

Feb 2023 – Present

- Lead concept-to-execution design for branding and multi-channel marketing campaigns across healthcare, transit and nonprofit sectors.
- Develop brand systems, presentations, digital content and environmental graphics, often under tight timelines.
- Collaborate with strategists, writers and developers to ensure cohesive delivery.
- Present creative to clients and internal stakeholders, adapting designs based on feedback to achieve high-impact results.
- Contribute to new business pitches through targeted storytelling and custom visuals.

### Creative Intern | CCF Advertising • Minneapolis, MN

Jun 2022 – Feb 2023

- Supported senior designers in asset production, layout design and brand consistency across social, web and print.
- Contributed to internal concepting and campaign development, gaining exposure to agency workflows and client lifecycles.

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

Mar 2021 – May 2022

- Designed marketing materials for university-wide event and departments.
- Collaborated with university communications to develop branded templates and consistent design systems.
- Gained experience in editorial layout, production workflows and accessibility best practices.

## Skills

Branding & Visual Identity • Typography & Layout • Digital & Print Production • UX/UI Fundamentals • Concept Development & Storytelling • Presentation & Communication • Photography & Video Direction • Digital, Print & Packaging Production • Art Direction

## Tools and Platforms

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

