

ASHLEY SCHAFFER

EDUCATION

Kutztown University of Pennsylvania
BFA – Communication Design

SKILLS + PROGRAMS

Art Direction
Design
Motion Graphics



Adobe Photoshop, InDesign,
Illustrator, + AfterEffects
Sketch
Figma

WORK

QUANTASY + ASSOCIATES

Art Director

Remote - Philadelphia / July 2022 - Present

- + Conceptualizing and creating ad campaigns and brand design for Max (HBO), The California Lottery, Giftcards.com and Wells Fargo's multicultural audience segments.
- + Developing + delivering creative concepts for RFPs.

ETORO

Art Director – US

Los Angeles / April 2020 - July 2022

- + Built and defined a brand guide for the American market.
- + Managed and art directed multiple freelance designers.
- + Led creative vision + execution for the launch of stocks in the US.
- + Created landing pages, OOH ads, social, email, and all US campaigns.
- + Collaborated with marketing, PR, and compliance teams to create a cohesive global brand.

MADISON SQUARE GARDEN

Graphic Designer

New York / November 2019 - March 2020

- + Designed digital content for all brands under MSG including The Knicks, The Rangers, and The Rockettes.

BED, BATH, AND BEYOND

Graphic Designer

New York / April - November 2019

- + Created story boards and art directed photo shoots for social media.
- + Designed paid and organic social media content across all platforms, as well as banner ads and responsive emails.

CRUNCH FITNESS

Graphic Designer

New York / July 2015 - March 2019

- + Designed collateral for gyms nationwide including logos, emails, web ads, direct mail, in-gym signage, exterior graphics, car wraps, billboards and all out-of-home advertising.
- + Conceptualized + designed social media campaigns for Instagram and Instagram stories.
- + Developed and designed a new line of apparel that was sold in store every other month.