



COMMUNITY EVENT CAMPAIGN

RIVERSIDE SCHOOL DISTRICT – RAMFEST

RAMFest is more than a school event—it’s a rallying point for the entire Riverside community. I worked with the team at Orca // Killer Creative to develop a full campaign built around the rallying cry “Unleash Your Inner Ram”, capturing the district’s motto, Rise as One, through bold visuals and an inclusive, high-energy tone.

The project involved developing a cohesive identity system spanning digital, print, and environmental design. From posters and social graphics to event signage and apparel, each touchpoint was designed to embody unity, school pride, and celebration.

Through collaborative concept development, we transformed a simple community gathering into a branded experience that celebrates individuality and collective spirit—showing how thoughtful storytelling can inspire connection and pride at every level.

RAMFEST



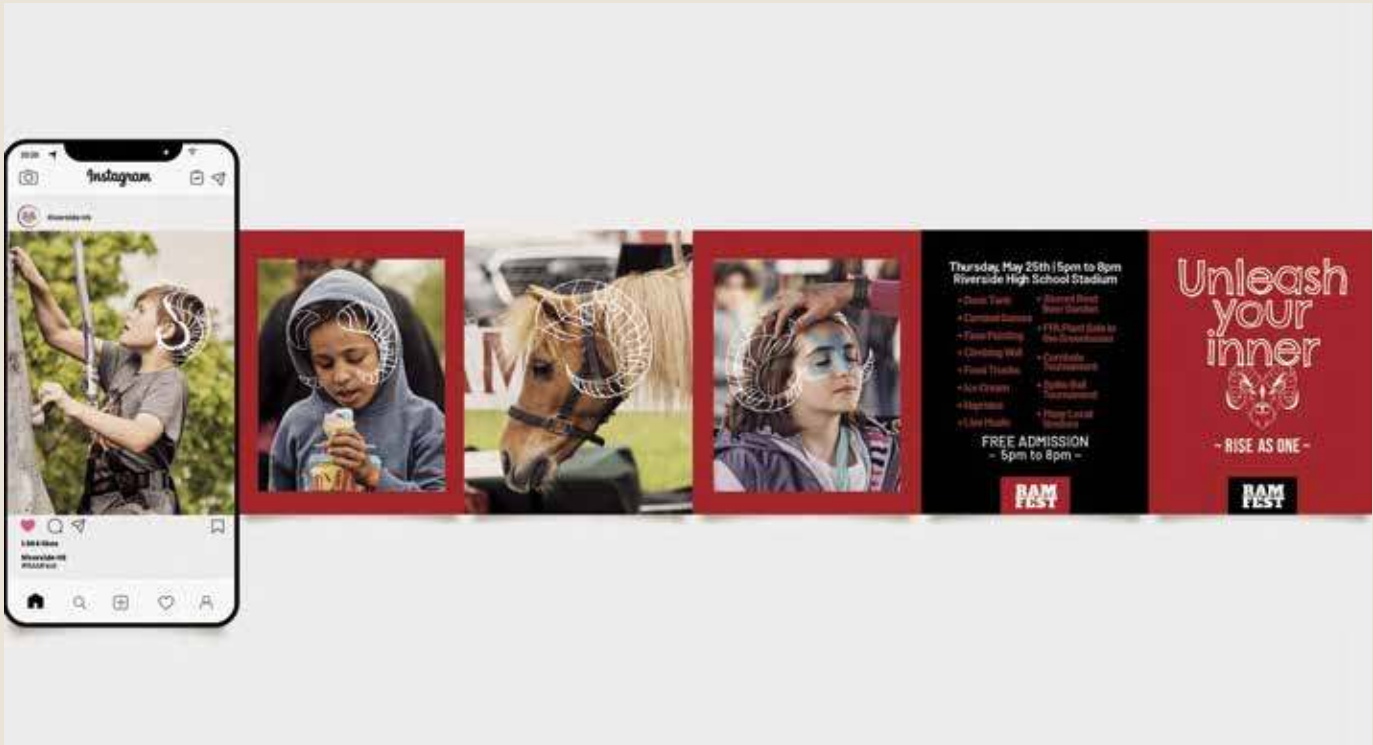
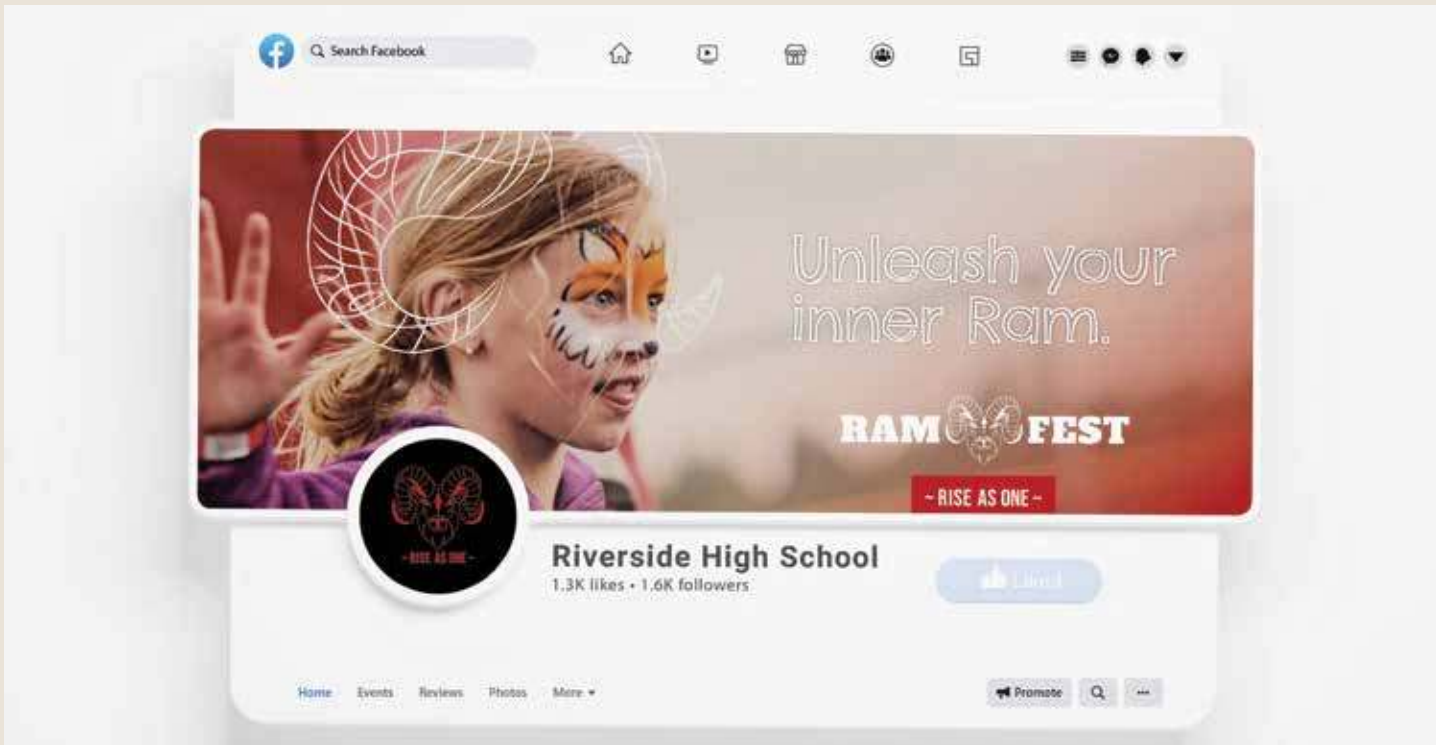


A young girl with blonde hair tied back, wearing a purple ribbed sweater, is shown from the chest up. She has tiger face paint on her face, including orange stripes and black whiskers. She is looking off to the side with a determined expression, her right hand raised with fingers spread. The background is a blurred outdoor setting, possibly a sports field. Overlaid on the image in large, bold, white capital letters is the text "WE RISE.".

WE RISE.



UNLEASH
YOUR
INNER RAM.



A young person with brown hair is shown in profile, looking upwards. They have vibrant, multi-colored face paint (yellow, orange, pink, blue) around their eyes and on their cheeks. A white, web-like headband is worn around their head. The background is blurred, showing other people.

Unleash your inner Ram.

RAM  **FEST**

~ RISE AS ONE ~





EVENT BRANDING

CRAFTED BREWFEST

American Advertising Federation
Silver ADDY Award 2024
Out of Home & Ambient Media Poster Campaign

American Advertising Federation
Cobalt ADDY Award 2024
Out of Home & Ambient Media Single Poster

American Advertising Federation
Cobalt ADDY Award 2024
Cross Platform Consumer

Crafted Brewfest required a cohesive brand package encompassing essential promotional materials such as a merchandise, billboards, and a poster. Featuring custom typography and visual analogies, the design captures the essence of the craft beer experience. This project demonstrates an ability to create a strong, consistent visual identity across various media.





PACKAGE DESIGN

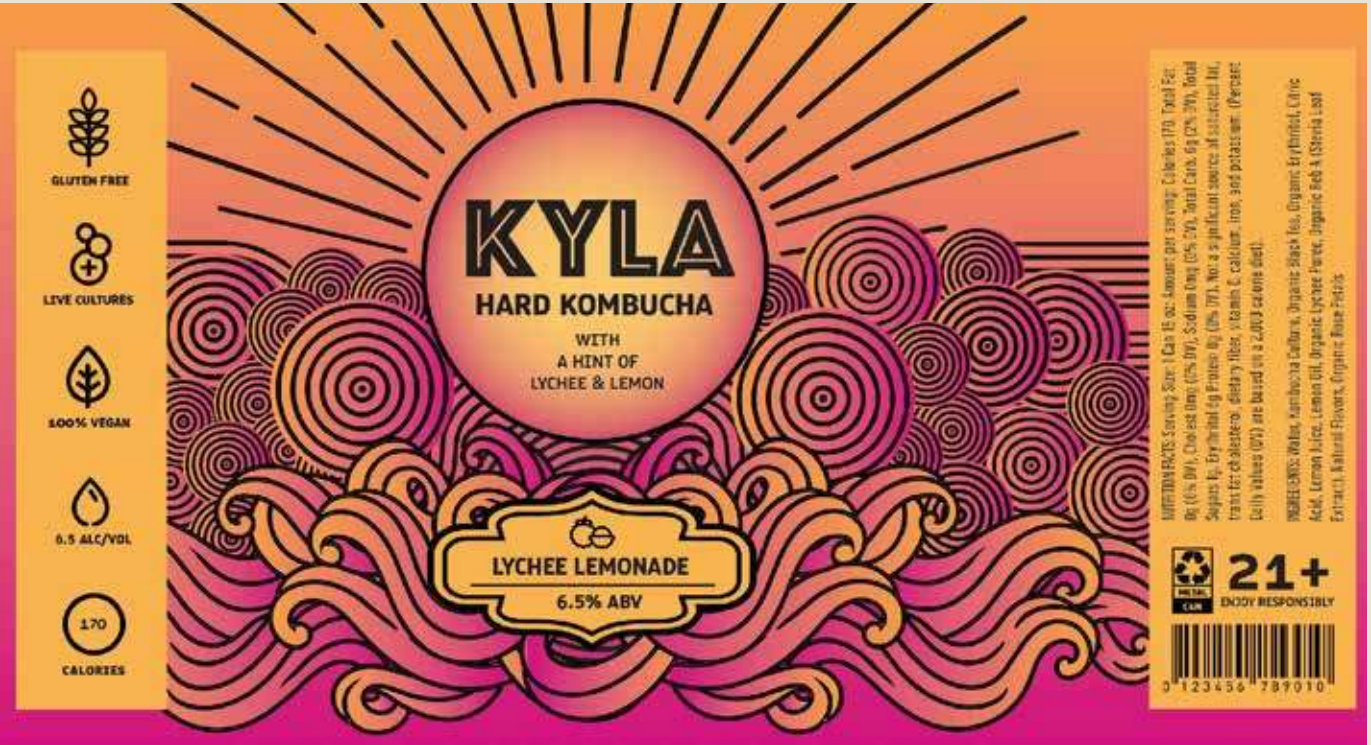
KYLA KOMBUCHA

American Advertising Federation
Gold ADDY Award 2024
Sales & Marketing Packaging

American Advertising Federation
Gold ADDY Award 2024
Integrated Campaigns Consumer

Kyla Kombucha's Sunbreak Series label design captures the euphoric moments when the Pacific Northwest sun breaks through the gray. With vibrant gradient colors, each label reflects the tropical flavors and radiant culture of the series. The beachy sunset scene, depicted in black line art with waves and clouds, evokes joy and warmth, aligning with the brand's spirited personality and the lively nature of the kombucha.



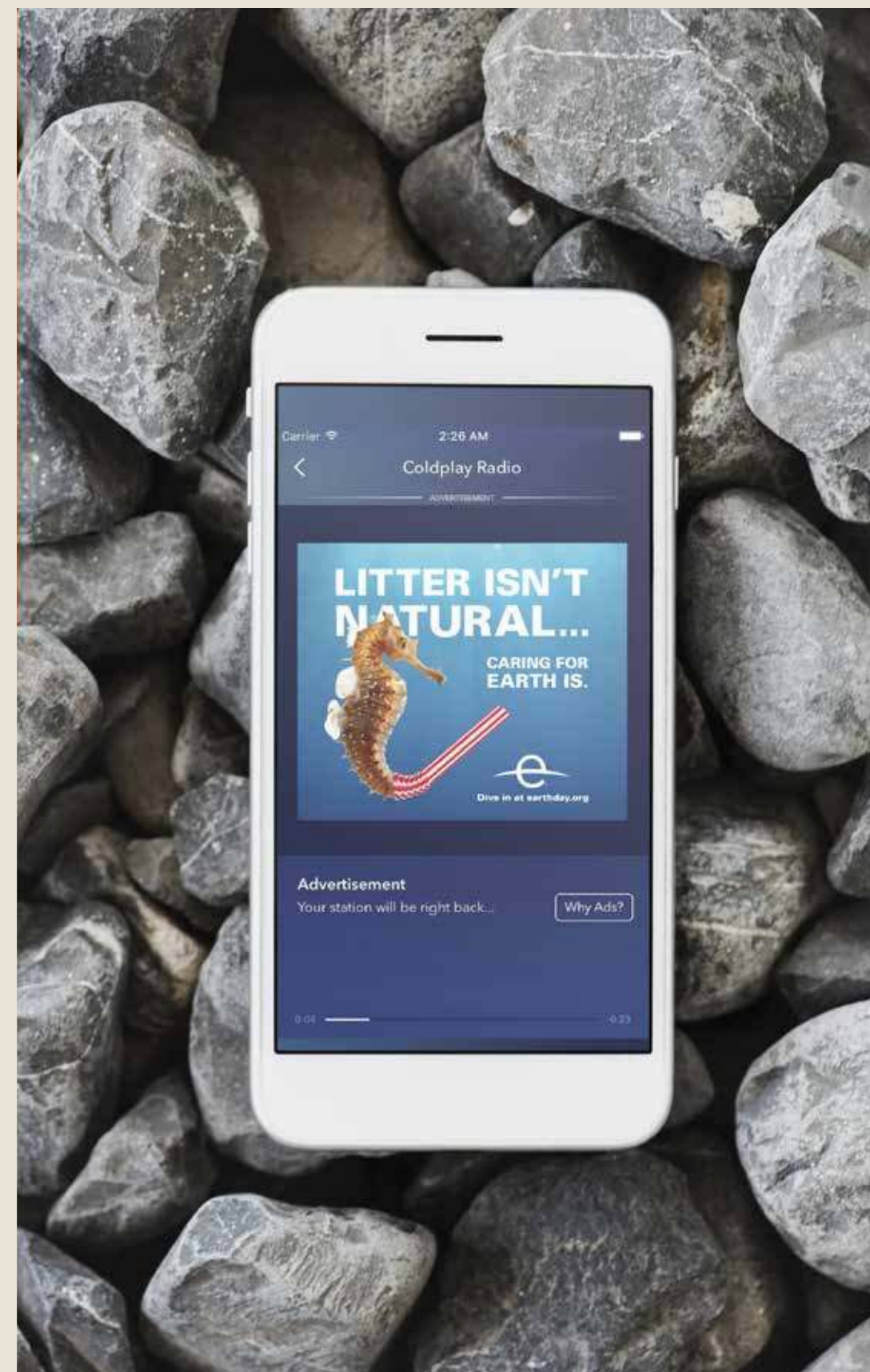


AD CAMPAIGN

EARTHDAY.ORG

The “Litter isn’t natural” campaign for earthday.org was developed with the aim of creating a strong emotional impact. By blending images of aquatic creatures with plastic waste, the visuals highlight the severe disruption caused by litter in marine ecosystems. This design encourages viewers to take action by visiting earthday.org to learn more, effectively using striking imagery to convey the urgency of environmental conservation.





BRAND IDENTITY

PRIVY COCKTAIL LOUNGE

Privy's brand identity project aims to highlight the lounge's dimly-lit atmosphere and dedication to sharing exotic cocktails with the community. The process involved creating a custom logo and menu that reflect Privy's playful yet sophisticated ambiance. The final branding combines elegant design with subtle whimsy, perfectly capturing the essence of the lounge and appealing to its patrons.





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| <h2>STRONG \$14</h2> | |
| ZOMBIE RUM, OVERPROOF RUM, LIME, GRAPEFRUIT, CINNAMON, FALERNUM | JET PILOT RUM, LIME, GRAPEFRUIT, CINNAMON, BITTERS, FALERNUM, FERRISANT |
| CORN AND OIL RUM, FALERNUM, ANGOSTURA BITTERS | NAVY GROG RUM, LIME, GRAPEFRUIT, ALLSPICE LIQUEUR |
| PUKA PUNCH RUM, LIME, ORANGE, PINEAPPLE, HONEY, PASSION FRUIT | THE EXPEDITION RUM, SOURGON, COFFEE LIQUEUR, LIME, CINNAMON, VANILLA, HONEY |
| DRAGON BREATH RUM, LEMON, LIME, HONEY MOLASSES, AMARU DI ANGOSTURA | OVERPROOF O.F. OVERPROOF RUM, SIMPLE SYRUP, ANGOSTURA BITTERS |
| <h2>SHAREABLE \$20</h2> | |
| TREASURE CHEST LONG AGED RUM, PASSION FRUIT, GUAVA, LEMON, YANDEERINE (SERVES 3-4) | BALI BALI RUM BLEND, GIN, LIME, PINEAPPLE, PASSIONFRUIT (SERVES 3-4) |
| CONCH OUT WHISKEY, CACIACA, BANANA, LIME (SERVES 3-4) | SCORPION RUM, BRANDY, ORGEAT, ORANGE, LEMON (SERVES 3-4) |
| <h2>HOUSE \$12</h2> | |
| DAIQUIRI LIGHT RUM, HOUSE-PRESSED SUGAR CANE, LIME | MAI TAI AGED RUM, CURACAO, HOUSE-MADE ORGEAT, LIME |
| CAIPIRINHA CACHACA, MUDDLED LIME, FINE SUGAR | SATURN GIN, LEMON, PASSION FRUIT, FALERNUM, ORGEAT |
| DEAD RECKONING RUM, PINEAPPLE, LEMON, VANILLA LIQUEUR, MAPLE, TWINY PORT, BITTERS | RUM RUNNER AGED RUM, WHITE RUM, LIME, PINEAPPLE, PEYCHAUD'S BITTERS |
| YUM YUM DARK RUM, LIGHT RUM, COCONUT CREAM, LEMONGRASS, BASIL, THAI CHILI, LIME | THE MASTODON RUM, ROJABON, PINEAPPLE, LIME, PE SYRUP, LICOR 43, MARASCHINO LIQUEUR |
| BANANA! BANANA! BANANA RUM, THAI TEA, CINNAMON, COCONUT | GUAVA COOLER RUM, GUAVA SODA, LIME, LICOR 43, BITTERS |
| STAR OF THE EARTH PINEAPPLE RUM, RHEBARS, AMARO, LEMON, PASSION FRUIT, ORGEAT, FALERNUM | PEARL DIVER RUM, HONEY, ORANGE, LIME, CINNAMON, ALLSPICE, VANILLA |
| CITRUS DOWN RUM, LEMON, ORANGE, ORGEAT, CHERRY HESING, LIME INFUSED FALERNUM | PORT ROYAL RUM, JERK-SEASONED, SIMPLE SYRUP, LIME, HELL FIRE TINCTURE |
| <h2>REFRESHING \$12</h2> | |
| JUNGLE BIRD RUM, PINEAPPLE, LIME, SUGAR, CACIACA | SIDEWINDER RUM, LIME, ORANGE, PASSION FRUIT |
| AKU AKU RUM, LIME, PINEAPPLE, PEACH LIQUEUR, MINT | QUEEN'S SWIZZLE RUM, MINT, LIME, SIMPLE, ANGOSTURA BITTERS |
| HINKY DINK'S FIZZY RUM, LIME, PASSION FRUIT, AMARCO LIQUEUR, GIN, SPARKLING WINE | HIBISCUS PUNCH RUM, SORREL LIQUEUR, LIME, GARNISHED WITH EDIBLE HIBISCUS PETALS |
| CHARRO'S KICK MEZCAL, TEQUILA, ORGEAT, LEMON | MARGARITA BLANCO TEQUILA, AGAVE, SYRUP, LIME |
| <h2>BEER \$7</h2> | |
| HAT TRICK IPA HAT TRICK PALE, HAT TRICK STOUT | HAT TRICK LAGER HAT TRICK PILSENER, HAT TRICK SELTZER |
| <h2>WINE \$12</h2> | |
| EMMOLO MERLOT HELVIO CABERNET, BELLE GLOS PINOT NOIR | COLLI PINOT GRIGIO HELVIO CHARDONNAY, FRENZY SAUVIGNON BLANC |

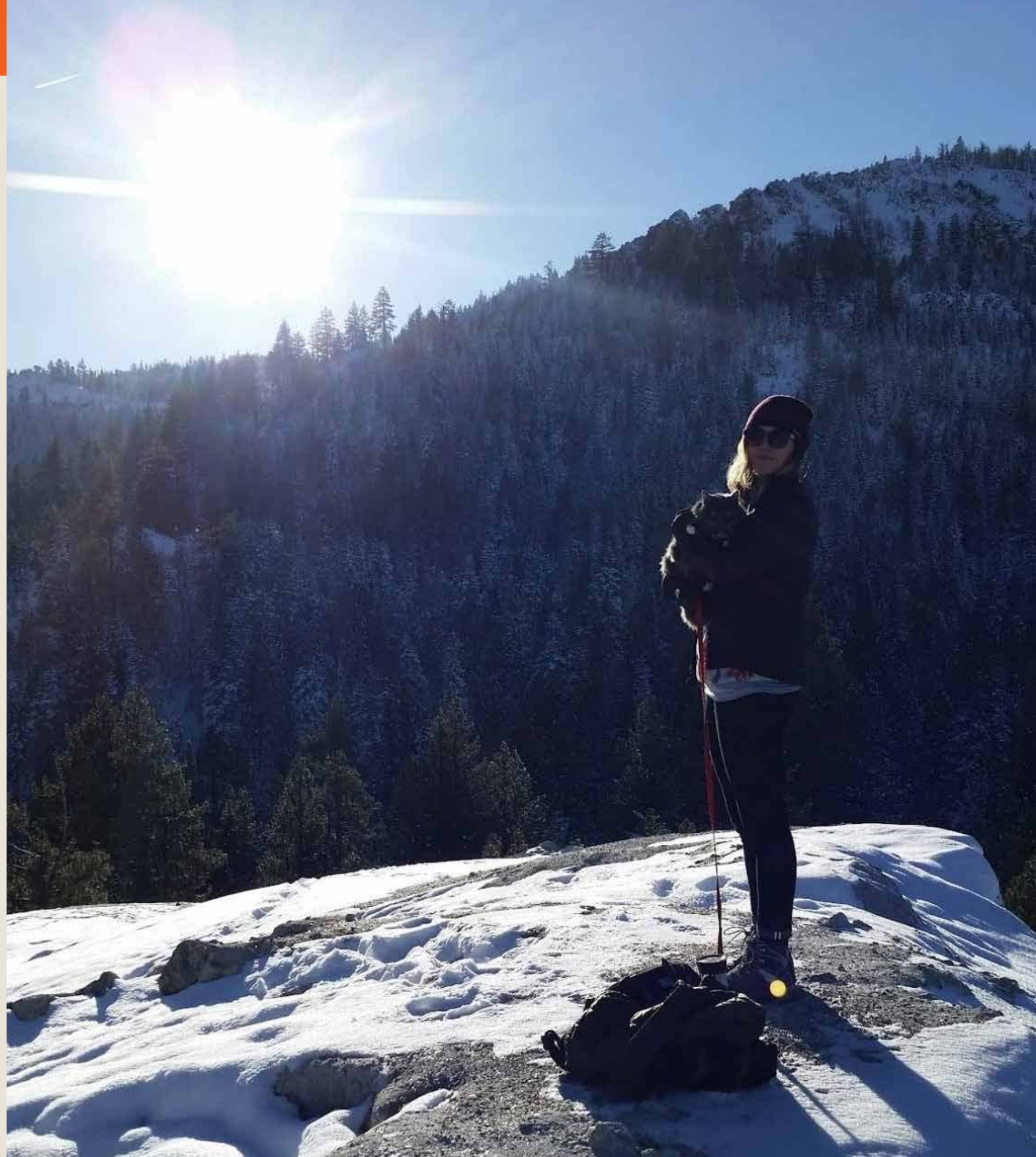
GREETINGS, I'M ASHLEIGH

I'm a multidisciplinary designer who thrives at the intersection of creativity and strategy. With experience in graphic design, UX, project coordination, and brand development, I bring clarity, structure, and thoughtful execution to every project.

I currently work as both a designer and project manager at a marketing agency, translating complex ideas into compelling solutions. Managing creative teams has strengthened my ability to connect vision with operational flow, ensuring that great ideas not only look good but work seamlessly.

Before design, I worked in hospitality and mixology, where I learned to read people, craft experiences, and stay calm under pressure. That background shapes how I design today—with empathy, precision, and a focus on emotional resonance.

I attended Eastern Washington University for my Bachelor of Design in Visual Communication Design with a UX minor, and serve as Programs Chair for the Spokane Ad Fed.



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