



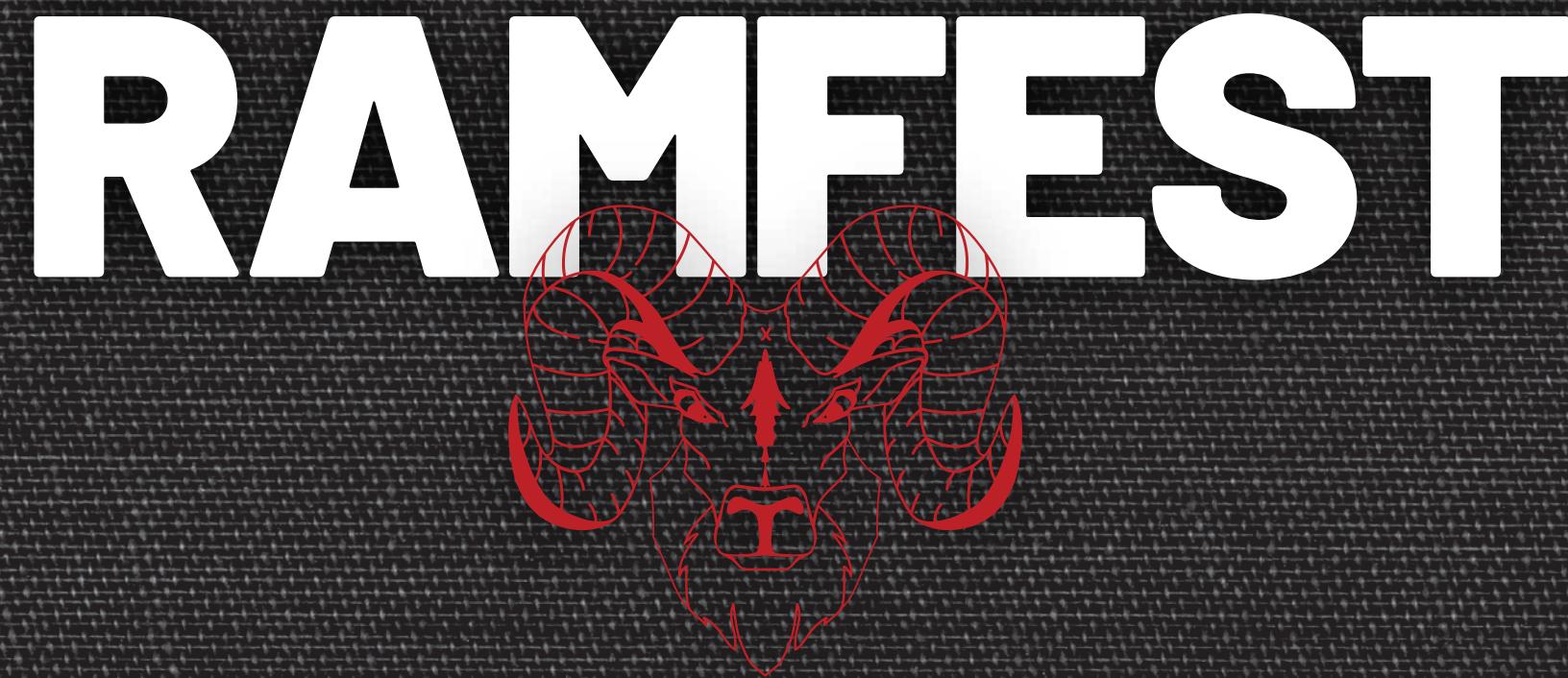
## COMMUNITY EVENT CAMPAIGN

### 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.





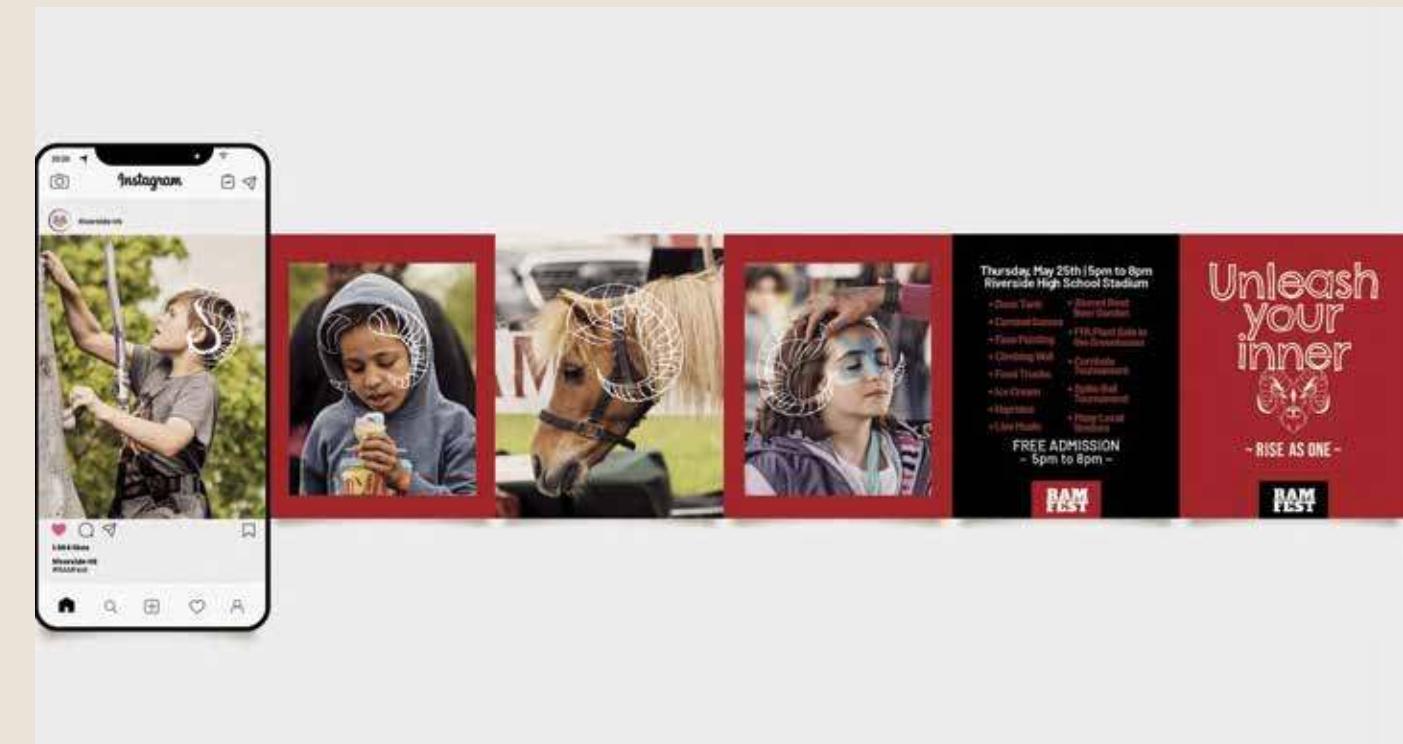
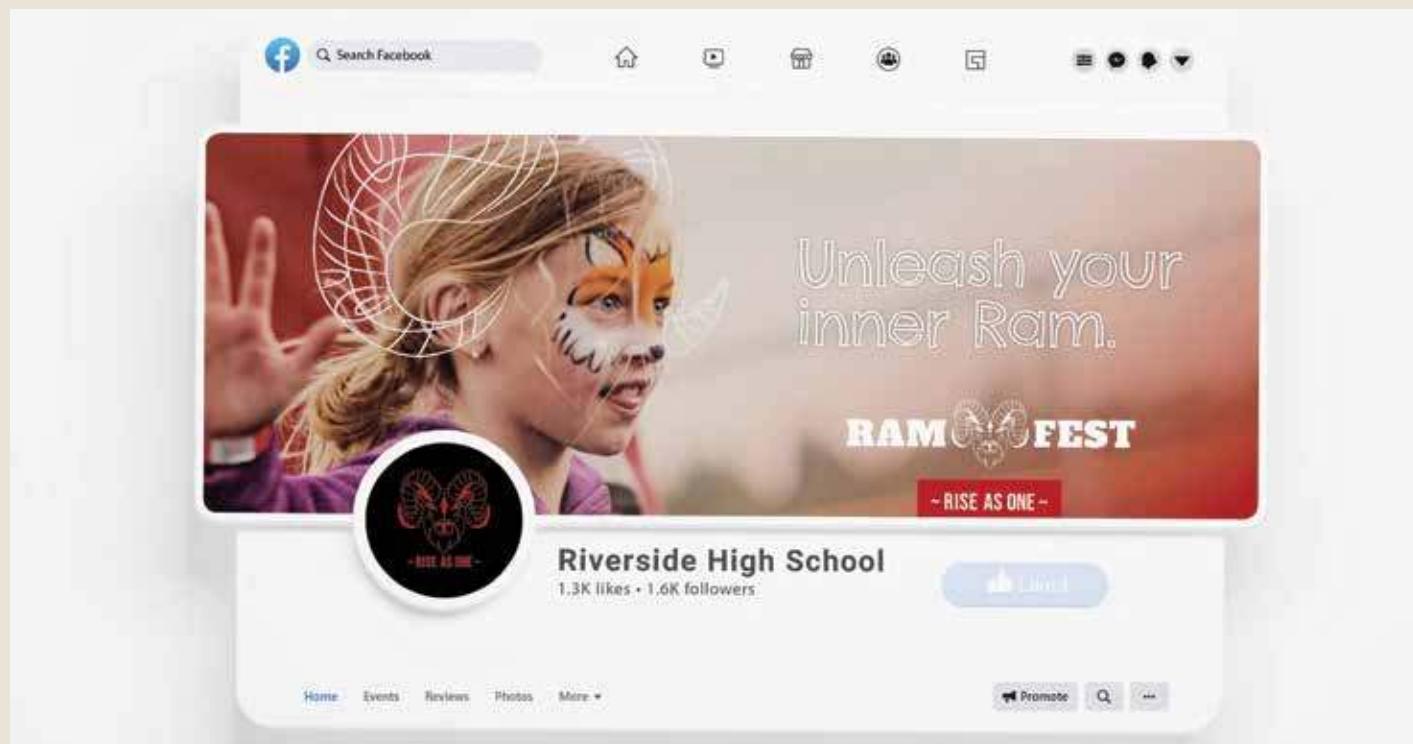
**WE DON'T JUST GATHER.**



WE RISE.



UNLEASH  
YOUR  
INNER RAM.





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

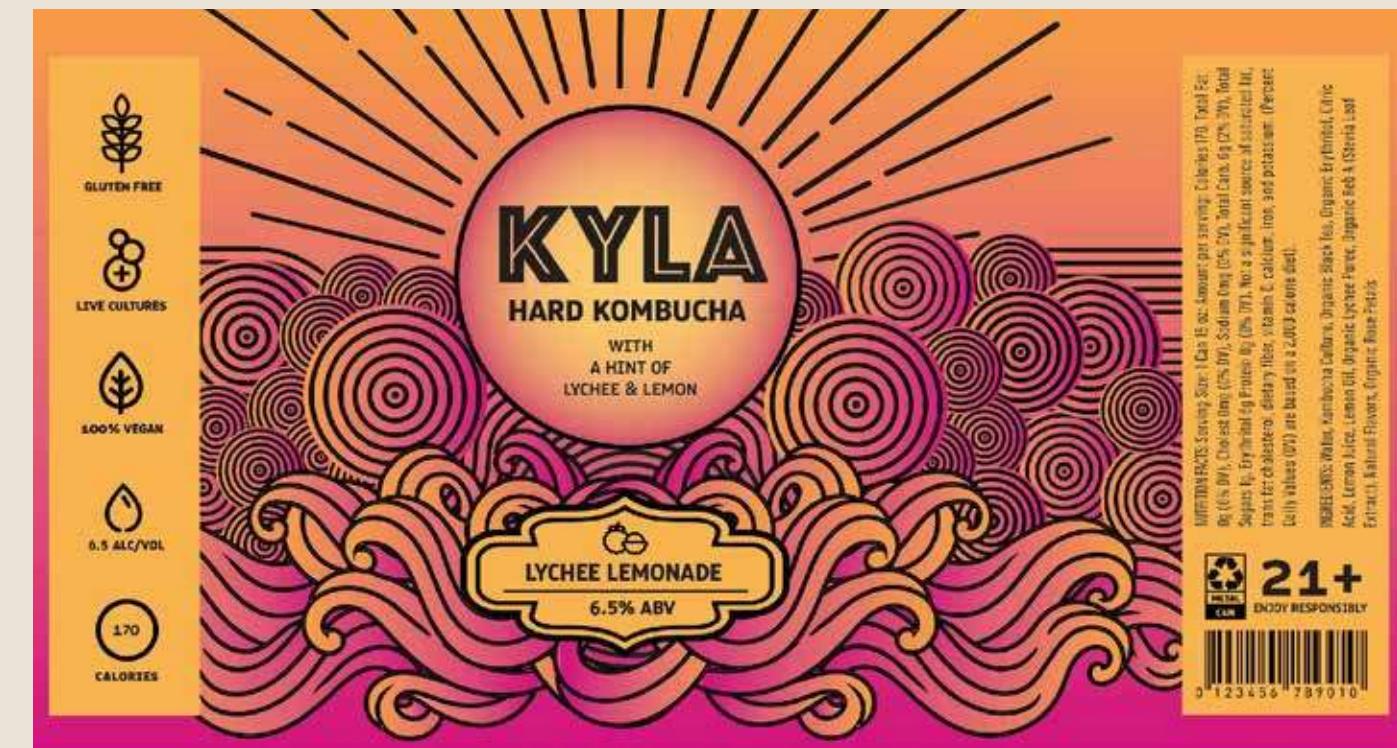
### KYLA KOMBUCHA

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.



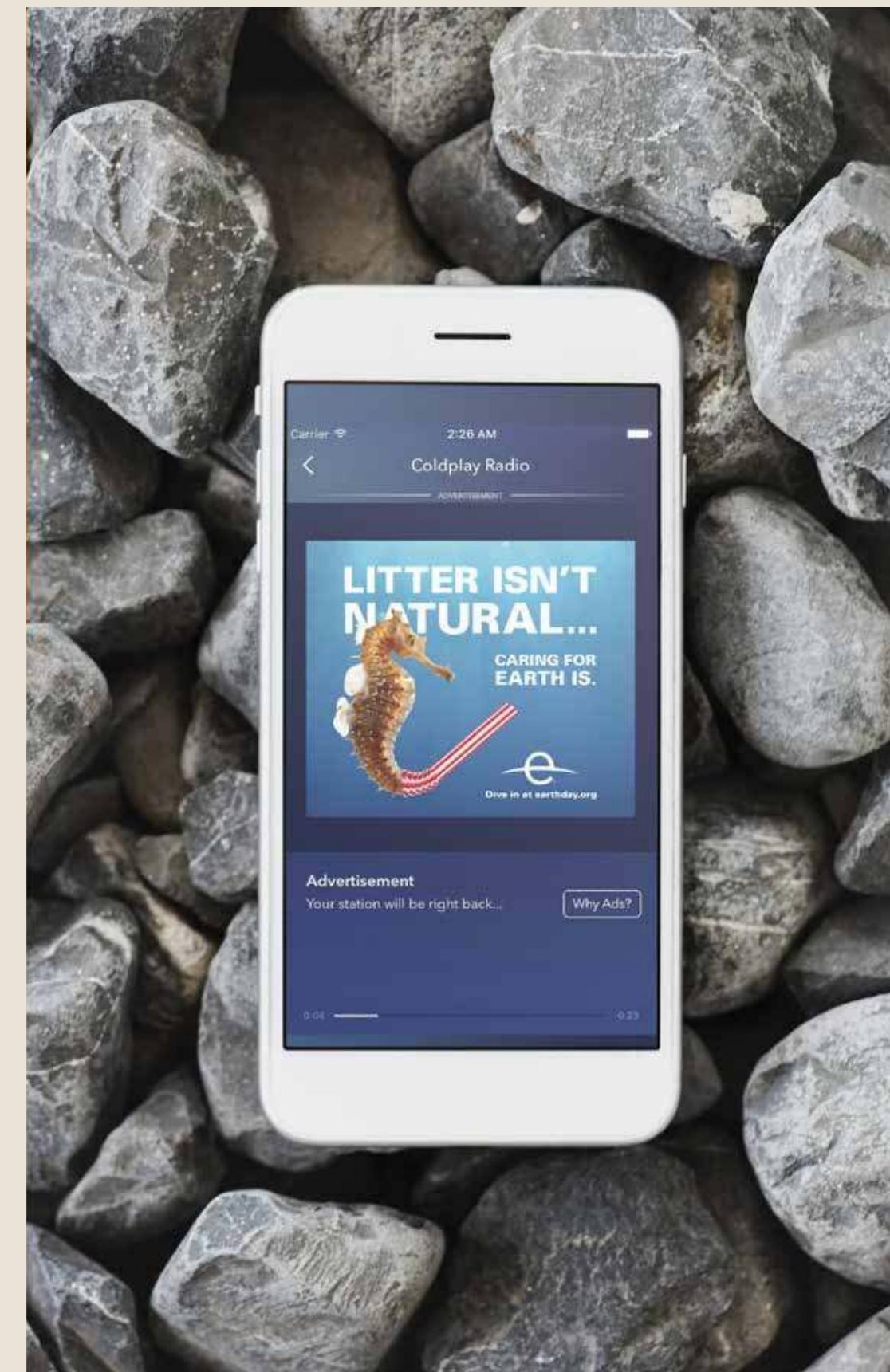


## AD CAMPAIGN

### 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.





**STRONG** \$14

- ZOMBIE** RUM, OVERPROOF RUM, LIME, GRAPEFRUIT, CINNAMON, FALENNUX, HERBSAIN
- CORN AND OIL** RUM, FALENNUX, ANGOSTURA BITTERS
- PUKA PUNCH** RUM, LIME, ORANGE, PINEAPPLE, HONEY, PASSION FRUIT
- DRAGON BREATH** RUM, LEMON, LIME, HONEY, MOLASSES, ANANAS DI ANGOSTURA
- JET PILOT** RUM, LIME, GRAPEFRUIT, CINNAMON, BITTERS, FALENNUX, HERBSAIN
- NAVY GROG** RUM, LIME, GRAPEFRUIT, ALLSPICE LIQUEUR
- THE EXPEDITION** RUM, BOURBON, COFFEE LIQUEUR, LIME, CINNAMON, VANILLA, HONEY
- OVERPROOF O.F.** OVERPROOF RUM, SIMPLE SYRUP, ANGOSTURA BITTERS

**HOUSE** \$12

- DAIQUIRI** LIGHT RUM, HOUSE-PRESSED SUGAR CANE, LIME
- CAIPIRINHA** CACHAÇA, MUDDLED LIME, FINE SUGAR
- DEAD RECKONING** RUM, PINEAPPLE, LEMON, VANILLA LIQUEUR, MAPLE, TWINY PORT, BITTERS
- YUM YUM** DARK RUM, COHTE RUM, COCONUT CREAM, LEMONGRASS, BASIL, TIN CHILI, LIME
- BANANA BANANA** BANANA RUM, TIAU TEA, CINNAMON, COCONUT
- STAR OF THE EARTH** PINEAPPLE RUM, RHUBARB, AMARO, LEMON, PASSION FRUIT, ORGEAT, FALENNUX
- CITRUS DOWN** RUM, LEMON, ORANGE, ORGEAT, CHERRY HEEDING, LIME INFUSED FALENNUX
- MAI TAI** AGED RUM, CURACAO, HOUSE-MADE ORGEAT, LIME
- SATURN** GIN, LEMON, PASSION FRUIT, FALENNUX, ORGEAT
- RUM RUNNER** AGED RUM, WHITE RUM, LIME, PINEAPPLE, PEACHAUDS BITTERS
- THE MASTODON** RUM, BOURBON, PINK APRICOT, LIME, PINEAPPLE LIQUEUR, MARASCHINO LIQUEUR
- GUAVA COOLER** RUM, GUAVA SODA, LIME, COCOA, BITTERS
- PEARL DIVER** RUM, HONEY, ORANGE, LIME, CINNAMON, ALL SPICE, VANILLA
- PORT ROYAL** RUM, JERK-SEASONED SIMPLE SYRUP, LIME, HELLU HU TINC UP!

**REFRESHING** \$12

- JUNGLE BIRD** RUM, PINEAPPLE, LIME, SUGAR, CAIPIRINI
- AKU AKU** RUM, LIME, PINEAPPLE, PEACH LIQUEUR, MINT
- HINKY DINK'S FIZZY** RUM, LIME, PASSION FRUIT, APRICOT LIQUEUR, GIN, SPARKLING WINE
- CHARRO'S KICK** MEZCAL, TEQUILA, ORGEAT, LEMON
- SIDEWINDER** RUM, LIME, ORANGE, PASSION FRUIT
- QUEEN'S SWIZZLE** RUM, MINT, LIME, SIMPLE ANGOSTURA BITTERS
- HIBISCUS PUNCH** RUM, SORREL LIQUEUR, LIME, GARNISHED WITH EDIBLE HIBISCUS PETALS
- MARGARITA** BLANCO TEQUILA, AGAVE, SYRUP, LIME

**BEER** \$7

- HAT TRICK IPA**
- HAT TRICK PALE**
- HAT TRICK PILSNER**
- HAT TRICK SIZZLE**

**SHAREABLE** \$20

- TREASURE CHEST** LONG AGED RUM, PASSION FRUIT, GUAVA, LEMON, TANGERINE (SERVES 3-4)
- CONCH OUT** WHISKEY, CACHAÇA, BANANA, LIME (SERVES 3-4)
- BALI BALI** RUM BLEND, GIN, LIME, PINEAPPLE, PASSIONFRUIT (SERVES 3-4)
- SCORPION** RUM, BRANDY, ORGEAT, ORANGE, LEMON (SERVES 3-4)

**WINE** \$12

- EMMOLO MERLOT**
- HELWIC CABERNET**
- BELLE GLOS PINOT NOIR**
- COLLI FINE E GREGIO**
- HELWIC CHARDONNAY**
- MENZY SAUVIGNON BLANC**

## GREETINGS, I'M ASHLEIGH

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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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