



www.vonclausburg.com

Contact

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980-230-9455
San Francisco, CA

Education

2009 | Bachelor of the Arts
UNC Greensboro
International Relations & Dance

Skills

- Brand Design ●●●●
- Marketing Design ●●●●
- Illustrator ●●●●
- Photoshop ●●●●
- InDesign ●●●●
- Final Cut Pro ●●●
- HTML/CSS ●●

Ashley vonClausburg

VISUAL DESIGNER

2016 - Present | Marketing Designer

Udemy, San Francisco, CA

- Conceptualize and design marketing campaigns targeted to more than 10 million users, including emails, landing pages, and on-site banners and ads
- Serve as key member of team developing Udemy’s overall brand and visual language

2015 - 2016 | Visual Designer

Muso, San Francisco, CA

- Designed all collateral for fundraising proposals that led to over \$2 million in committed funds in less than a year
- Developed all visual assets to launch new brand identity and website

2014 - 2015 | Digital Marketing Designer

The School of St Jude, Tanzania

- Conceptualized and designed materials for an international, quarter-million-dollar fundraising campaign
- Designed promotional collateral distributed to over 15,000 prospective donors

2013 - Present | Brand & Visual Designer

Freelance

- Developed brand identity for #MyZeitgeist, a national PBS and Google contest targeting 2 million U.S. educators
- Created designs for companies around the world, from non-profits in Africa to tech startups in Silicon Valley, including brand development and marketing collateral

2009 - 2013 | Communications Officer

The German Marshall Fund, Washington, DC

- Core member of team responsible for the creation and distribution of all printed, online, and marketing materials
- Produced, filmed, and edited company’s first policy analysis series, featured at forums in Africa, Europe, and Asia
- Spearheaded rebrand of GMF’s design style