



ASYA HAMMOND

ART DIRECTOR / VISUAL DESIGNER

CONTACT

650 580 6871

asya.ivanov4120@gmail.com

1192 Foley Ave.
Santa Clara, CA 95051

PORTFOLIO:

asyahammond.com

ABOUT ME

My extensive experience with branding, strategy and concept gives me incredible insight into the world of digital promotions and online retail environment, which has been my focus since 2012.

EXPERIENCE

ART DIRECTOR

QUOTIENT TECHNOLOGY • MOUNTAIN VIEW • 3.5 YEARS

Providing creative leadership and art direction in the development and execution of advanced visual concepts, themes, and comps for high-impact deliverables and assets, including: responsive B2C and B2B emails, interactive online marketing campaigns, partner advertising, social media posts and A/B testing, digital wireframes, landing pages, print ads for major B2B publications, internal assets and event graphics: intranet, apparel and collateral.

Leading projects from competitive analysis through implementation.

Establishing and maintaining a visual style that appropriately complements and enhances the B2C promotional communication, incorporating marketability, demographics, and target audience.

Creating art and providing hands-on art support for all initiatives as needed.

Collaborating with stakeholders, content specialists and developers to execute and implement visual concepts that support project goals.

Managing compliance with corporate branding guidelines, departmental procedures and standards, internal client preferences and instructions, and mandatory solicitation requirements in order to produce top quality deliverables.

Serving as a subject matter expert through all phases of design, development, and review; Probe to clearly understand business objectives; Consult with teams on applying advanced design and visual storytelling techniques.

Developing and supporting training for graphic designers to enhance project deliverables.

Monitoring effectiveness of creative assets performance using standard dashboards and metrics reports.

Mentoring and managing Creative Team designers.

LEAD VISUAL DESIGNER

QUOTIENT TECHNOLOGY • MOUNTAIN VIEW • 9 MONTHS

Providing conceptual design direction and management for the Visual Design Team supporting Coupons.com marketing needs.

Overseeing the creative process of all overlapping Visual Design projects.

Developing and directing the development of specific design strategies, visual systems and other design elements.

Partnering and collaborating across multiple teams, including Acquisition, Retention, UX/UI, and front-end development to produce industry leading responsive designs.

Advocating user-centered design and usability best practices to increase conversions and ROI.

Developing conceptual Photoshop comps and delivering pixel perfect and optimized assets within aggressive deadlines.

SKILLS

CREATIVE / ART DIRECTION
TEAM LEADERSHIP
CREATIVE CONCEPT DEVELOPMENT
BRANDING
PRESENTATION
ORGANIZATION
PROJECT MANAGEMENT

TECHNICAL SKILLS

ADOBE CREATIVE SUITE:

- PHOTOSHOP
- ILLUSTRATOR
- INDESIGN

POWERPOINT

SKETCH

INSTAPAGE

PERSONAL INTERESTS

YOGA/ACRO YOGA
HIKING AND JOGGING
ROCK CLIMBING
SOCIALIZING
TRAVEL
BOOKS
PETS
HEALTHY EATING
CREATING ORGANIC PERSONAL CARE
ACRYLIC PAINTING
PORTRAIT SKETCHING

FUN FACTS

MY FAVORITE PLACES ON EARTH
ARE BARCELONA, JOSHUA TREE PARK
AND BLACK ROCK CITY
MY 2ND WEDDING WAS BAREFOOT
I LOVE THE COLOR YELLOW
CAPUCCINO IS MY GO-TO BEV
MY 3 KIDS ARE MY EVERYTHING
MY 3 PETS ARE ADORABLE
I HAVE THE BEST CAREER EVER

EXPERIENCE (CONT)

SR. VISUAL DESIGNER

QUOTIENT TECHNOLOGY • MOUNTAIN VIEW • 1.5 YEARS

Designing online marketing materials to promote Coupons Inc. services and products to the existing user base as well as new customer acquisition initiatives.

SR. GRAPHIC DESIGNER

NAGY DESIGN • SAN RAMON • 8 MONTHS

Designing labels, advertising and seasonal promotional campaigns and annual flow programs for US and European wine brands including: BV, Freixenet, Segura Viudas, Gloria Ferrer, Greg Norman, Tapena, LangeTwins, among others.

SR. GRAPHIC DESIGNER

PURE RED CREATIVE • PLEASANTON • 3 YRS 9 MOS

Developing corporate branding and identity, brochures, ads, posters, branding systems, ad campaigns, POS, signage, layout of direct mail and circular for retail clients, including Safeway, Lowes, Michaels, Old Navy.

FREELANCE GRAPHIC DESIGNER

COMMUNICATION SQUARED • HAYWARD • 4 MONTHS

ARTICULATE SOLUTIONS • GILROY • 2 MONTHS

Designing advertising, identity and collateral for local businesses, including Intero, RE/MAX and Coldwell Banker, among others.

GRAPHIC DESIGNER

THE MARCOM GROUP • WALNUT CREEK • 2.5 YEARS

Designing identity and collateral for Real Estate Developers, including DeNova Homes, Pacifica Builders, Pinn Brothers, Nourse Insurance, Wentz Vineyard, Hannah Nicole Vineyard.

GRAPHIC DESIGNER

GOODGUYS ROD & CUSTOM • PLEASANTON • 1.5 YEARS

Designing promotional materials: catalogues, event posters, annual brochures, advertisement flyers and ads for publication in major magazines for the in-house creative department.

JR. GRAPHIC DESIGNER

PURE RED CREATIVE • PLEASANTON • 9 MONTHS

Creating advertising, collateral and in-store signage for publication in Safeway and Orchard Supply circular mailers.

GRAPHIC ARTIST

DOLPHIN GRAPHICS • CASTRO VALLEY • 2.5 YEARS

Designing corporate identity and collateral for local businesses.

EDUCATION

BA DEGREE IN GRAPHIC DESIGN

ACADEMY OF ART UNIVERSITY • SAN FRANCISCO • 2002

WEB DESIGN COURSES

ACADEMY X • SAN FRANCISCO • 2012