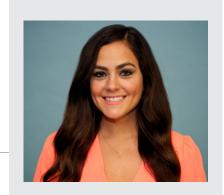
RESUME

ASHLEY HOYUELA

CREATIVE DIRECTOR

912 2nd Street / New Orleans, LA / 70130
T: 504.858.6185 // E: ashley@ashleysegari.com // ashleysegari.com



EDUCATION

2003 - 2007 LOYOLA UNIVERSITY OF NEW ORLEANS

Bachelor of Arts, Graphic Design

EXPERIENCE

2015 - Present MUDBUG MEDIA

Creative Director

As the Creative Director, I am responsible for leading the Front End Development team, developing creative guidelines and directing and managing creative work throughout the company, including our P3 Platform. I specialize in the direction and development of web-based projects and applications, UX/UI design, and front end development.

Responsibilities Include:

- Establishing creative direction and guidelines for the company
- Leading and inspiring the Front End Development department
- Managing multiple projects from concept through completion
- Gathering project requirements and creating estimates
- Providing quality control over concepts and projects
- Working with the Marketing, Application Development and Account Services departments making sure clients' needs are being met while adhering to project requirements, timeline, messaging and budget

2010 - 2015 MUDBUG MEDIA

Design & Web Development Manager

Working closely with the Creative Director, I managed multiple print and web projects from concept through completion making sure all requirements and needs of the customer and project were being met.

2007 - 2010 MUDBUG MEDIA

Graphic Designer / Senior Graphic Designer

I was the lead designer on several web and print projects with clients such as Ochsner, the Audubon Institute and the Tulane School of Science and Engineering. I was responsible for creating and delivering project concepts and designs while working in conjunction with a programmer and project managers. I specialized indevelopment of web content with invarious Content Management Systems and Email Marketing platforms.

2005 - 2006 CAPITAL ONE

Brokerage Department Intern

My main duty was the organization and clean-up of all account files. My tasks included rectifying missing / lost files and developing and implementing a new strategy for the organization of 5,000+ files.

ABOUT ME

I am a graphic designer and front end developer based out of New Orleans, my hometown. I am currently the Creative Director of Mudbug Media, a web and application development company. As the Creative Director, I specialize in the direction and development of web-based projects and applications, UX/UI design, and front end development. In my free time I enjoy all things food, volunteering with the Junior League of New Orleans and spending time with my family.

SKILLS

Project & Team Management Web & Print Design CMS Development HTML 5 CSS / SASS Adobe Creative Cloud

REFERENCES

Justin Bantuelle

COO & Web Technology Director E: justin@mudbugmedia.com

Katie Fullmer

Senior Designer & Front End Developer E: katie@mudbugmedia.com

Vasu Tummala

Senior Designer & Front End Developer E: vasu@mudbugmedia.com