

## RESUME

# ASHLEY HOYUELA

## CREATIVE DIRECTOR

912 2nd Street / New Orleans, LA / 70130  
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## 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 in development of web content with various 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