

Daniel Ash

Senior Art Director, Brand, Digital, and Product Design Leadership

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PROFILE

Senior Art Director and Brand Leader with 25 years of experience leading end-to-end brand, digital and UX initiatives across financial services technology and creative agencies.

EXPERIENCE

TBO Bank – Senior Art Director | 2022-2026

- Visualized and executed the end-to-end rebranding
- Led holistic rebranding effort including new logo creation, interior/exterior signage and design, new complete online presence and footprint in advertising
- Directed the website design and build using Adobe CC, Figma and Elementor
- Led beta testing and successful launch of website, collaborating with engineering to enhance usability and efficiency across user journeys and portals
- Developed and managed marketing collateral and print campaigns to support brand consistency and go-to-market initiatives

American Century Investments – Senior Designer | 2017-2022

- Designed and created intriguing national campaigns and print/digital advertisements to promote thought leadership, products and services
- Controlled the creative execution across the corporate website, blog, international broadcast media, social media channels and omnichannel experiences
- Partnered with senior leadership, internal and external business partners, agencies and external creative consultants to develop/execute/deliver uniquely targeted solutions
- Evaluated emerging social media and marketing technologies, analyzing campaign performance and providing strategic recommendations to guide creative direction
- Drove innovative digital engagement initiatives across multiple marketing channels

Adknowledge / AdParlor – Senior Designer | 2012-2017

- Contributed to the corporate marketing team, shaping and maintaining a cohesive brand identity across all AdParlor business units
- Led visual brand execution across print, digital, and experiential channels to ensure consistency and market differentiation
- Directed creative development for trade show environments, event collateral, and in-house graphic support across multiple business units
- Defined the visual direction and user experience for the corporate website, partnering with marketing to optimize content strategy and performance
- Designed digital assets, including infographics, animated display banners, eBooks, and retargeting creative to expand social reach and demand generation
- Collaborated with communications leadership to deliver motion graphics and video content for internal communications, trade shows, conferences, and public-facing campaigns

DVRG – Creative Director | 2007–2012

- Established creative direction and governance for all print and web promotional initiatives, ensuring consistent brand expression and quality across platforms
- Served as a creative liaison for B2B clients without internal creative teams, delivering end-to-end creative services for website development, plastic card servicing, and fulfillment programs

Adknowledge – Graphic Artist | 2005-2007

- Collaborated with a team of designers to develop and maintain a scalable digital library of highly stylized, deliverability-optimized email templates
- Designed animated GIFs and interactive SWF banner ads for retargeting campaigns, extending email creative into engaging cross-channel digital experiences

Vestcom – Graphic Artist | 1999-2005

- Designed and prepared layouts for high-volume retail print materials, including plastic cards and shelf-edge labels for national clients such as Hallmark, Price Chopper, Dillon's, and Kroger
- Produced automotive window stickers for major manufacturers including GMC and Cadillac, adhering to strict brand and regulatory standards
- Prepared press-ready production files and managed prepress workflows, including film output and plate preparation
- Configured files for multiple print processes, supporting both offset and flexographic presses to ensure accurate color reproduction and efficient production

EDUCATION

Johnson County Community College — Associate's Degree, Communication Design

AWARDS

Hack the Midwest - Most Entertaining | 2013

Hack the Midwest - Best in Show | 2015

SKILLS

Design Systems

Branding

Strategy and Execution

Project Management

Product Design

Animation

Print Production

Video Production

TOOLS

Adobe Creative Suite

Figma

WordPress

Elementor

CSS / HTML

Google Analytics