Daniel Ash

Digital & Print Designer | Social, Web, Email, Motion, Video & Print Production

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Profile

Digital and print designer who creates social content, digital ads, email campaigns, landing pages, websites, printed collateral, and booth experiences that build brands and drive results. Brings motion graphics, animation, and short-form video to every campaign, backed by deep hands-on experience in print production and prepress, from preflighting files and managing color to coordinating with printers and running press checks. Builds and maintains websites in Framer, WordPress, Elementor, and Breakdance, and uses AI tools daily to explore more ideas, move faster, and stay on top of what's new in digital. Equally comfortable collaborating with a creative team or taking a project and running with it. A working oil painter whose fine art practice keeps the eye sharp and the craft bar high.

Capabilities

Social Media Content • Digital Display Ads • Email Campaigns • Landing Pages & Web Design • Motion Graphics & Animation • Short-Form Video • Print Design & Production • Prepress & Preflight • Color Management (CMYK, Pantone, Spot) • Press Checks & Vendor Coordination • Large-Format & Environmental Graphics • Brand Identity & Systems • Templates & Design Systems • AI-Assisted Concepting • Cross-Functional Collaboration

Tools

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Acrobat Pro) • Figma • Canva • Framer • WordPress • Elementor • Breakdance • HTML/CSS • Figma Make • Claude • ChatGPT • Gemini • Midjourney • Adobe Firefly • Google Workspace • Asana

Experience

DASH Creative (Independent Studio) | Shawnee, KS | Principal, Brand & Art Director | 2021–Present

Design and build digital, brand, and campaign work for agency partners and startups, from first idea through launch.

- Designed the complete brand for a Kansas City B2B tech startup, including social media templates, a website component library, and the full site build
- Build, update, and maintain responsive websites in WordPress, Elementor, Framer, and Breakdance, including CMS-driven Framer sites with reusable templates that allow clients to publish thought leadership
- Direct and edit short-form video, including motion graphics, sound mixing, and versions sized for web and social
- Handle print production for clients from design through press-ready files, including collateral, signage, and packaging
- Share new AI tools and workflows with clients and collaborators to help teams work faster

TBO Bank | Prairie Village, KS | Brand & Art Director | 2022–2026

Built a bank brand from the ground up, hands-on across digital, social, email, web, and print.

- Designed the rebrand launch campaign across digital, social, email, and print, which ran nearly 20% above benchmark
- Redesigned the website, cutting bounce rate 42% and doubling inbound inquiries within 90 days
- Created the brand guidelines that kept every asset consistent across digital, print, and video
- Managed print production from file prep through delivery, preflighting files, matching brand color across vendors, and running press checks
- Produced collateral, signage, and marketing materials that met strict FDIC and federal compliance requirements

American Century Investments | Kansas City, MO | Senior Designer, Art Director | 2017–2022

Led integrated campaigns from concept through production across broadcast, film, digital, experiential, and print for a national brand.

- Produced the complete look and on-screen system for the American Century Championship on NBC, carrying one idea across broadcast, promo film, on-site experiential, printed programs, and the tournament app
- Prepped print-ready files for the tournament's printed programs, signage, and on-site graphics, working directly with printers to hit tight event deadlines
- Co-concepted the Goldilocks category-challenger campaign, art directed the shoot, and delivered the full digital display campaign, including animated and interactive banners
- Directed photo and video shoots on location, managing photographers, video producers, and outside studios
- Storyboarded and produced the Big Slick campaign for Kansas City's celebrity charity weekend, with the social campaign landing 8% above engagement average

Adknowledge / AdParlor | Kansas City, MO | Senior Designer, Creative Team Lead | 2012–2017

Led brand, campaign, and experiential creative for B2B ad tech products, directing a distributed team across four cities.

- Produced and art directed the first private event ever held on Alcatraz, ahead of a client IPO, for investors, partners, and press
- Concepted, designed, and delivered booth and environmental experiences for tech conferences in San Francisco, New York, and London
- Prepped large-format booth graphics and environmental pieces for production, coordinating with vendors across three cities to deliver on time and on brand
- Set creative direction for designers and writers across four cities, mentoring the team

Education

Johnson County Community College, Overland Park, KS
Associate's Degree, Communication Design