

ASHLEY O'BRIEN

SENIOR GRAPHIC DESIGNER | ART DIRECTOR | VISUAL DESIGNER

Senior Graphic Designer with 10+ years in sports media and digital marketing. Specializes in social content and motion graphics. Proven in fast-paced settings like live broadcasts. Renowned for collaboration and creative strategy. Skilled in broadcast, agency, and in-house marketing.g environments.

EXPERIENCE

SENIOR SOCIAL MEDIA DESIGNER

Timmermann Group Agency

Aug 2023 – Present | St. Louis, MO

- Lead design for multi-channel campaigns across social, digital, and paid media
- Create static, motion, and video content optimized for engagement
- Maintain brand systems and visual consistency across campaigns
- Collaborate with cross-functional teams to deliver cohesive creative

ART DIRECTOR

Brighton Agency

Aug 2022 – Jun 2023 | St. Louis, MO

- Directed campaigns across digital, print, and large-format
- Managed content calendars and campaign execution
- Led photoshoots, concepting, and creative presentations

SENIOR GRAPHIC DESIGNER

Drive Social Media

Feb 2020 – Aug 2022 | St. Louis, MO

- Designed digital ad campaigns for 50+ brands
- Produced short-form motion and video content
- Built brand systems across multiple clients
- Mentored designers and improved team workflows

GRAPHIC ARTIST

KTVI FOX 2 / KPLR 11

Jul 2017 – Feb 2020 | St. Louis, MO

- Created broadcast graphics, lower thirds, and motion packages for live television
- Supported sports and breaking news coverage, including NHL Stanley Cup Playoffs (St. Louis Blues)
- Delivered work in real-time production environments with tight deadlines



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EDUCATION

Bachelor of Fine Arts | Communication Design

Southern Illinois University Carbondale

SKILLS

- Sports Media & Broadcast Design
- Social Media & Campaign Creative
- Motion Graphics & Video Editing
- Fast-Turn Production & Live Content
- Brand Systems & Visual Identity
- Creative Strategy & Concept Development
- Cross-Functional Collaboration
- Adobe Creative Suite & After Effects

AWARDS

Hermes Creative Awards

Platinum (2x), Gold

Communicator Award of Excellence