



# Ashley Kendrick Kennedy

## Professional Summary

Creative department manager, art director, and multifaceted designer with over a decade of experience leading high-impact visual projects across print, digital, and publication environments. Skilled in guiding creative teams, optimizing workflows, and shaping cohesive, compelling visual storytelling. Committed to fostering a collaborative, supportive, and efficient creative environment while delivering exceptional, on-brand work for diverse audiences. Recognized for innovative design, clear communication, and a genuine commitment to helping creative teams perform at their best.

## Education

### Tyler School Of Art, Temple University

Bachelor of Fine Arts: Graphic & Interactive Design, graduate May 2012

## Accolades

### Creative Visionary | 2022

Editor & Publisher Magazine

Honored as a 2022 Creative Visionary for exceptional art direction, innovative visual storytelling, and elevating Lancaster County Magazine's design through high-quality, community focused creative work.

## Work Experience

### Creative Department Manager | 2023–Present

Engle Printing & Publishing, Co., Inc.

- Lead and support a multidisciplinary creative team responsible for weekly, seasonal, and quarterly publications.
- Manage workflow, project timelines, and cross-department alignment for efficient production.
- Strengthen communication and processes through collaborative leadership and clear creative direction.
- Provide guidance, direction and feedback for deliverables.

### Art Director – Lancaster County Magazine | 2017–Present

Engle Printing & Publishing, Co., Inc.

- Direct visual strategy, layout, typography, and cover design for regional publications, Lancaster County Magazine (bimonthly) and Dining in Lancaster County Magazine (yearly).
- Create original artwork and advertising while collaborating with clients and cross-functional teams.
- Ensure preflight accuracy and uphold print-quality standards.
- Design and maintain publication websites and digital editions while producing supporting marketing materials.

### Graphic Designer | 2014–2017

Engle Printing & Publishing, Co., Inc.

- Designed print and digital advertising and supported multi-team communication.

## Additional Experience

**Retail Associate** | 2022–Present | M&N Creations

**Barista • Baker • Graphic Designer** | 2016–2018 | The Rabbit & Dragonfly Café

**Customer Service • Bakery Team Member** | 2012–2014 | Whole Foods Market

**Graphic Design Consultant** | 2012 | Eightegrity

### Creative & Design Skills

- Art direction & creative strategy
- Publication layout & typography
- Branding & rebranding
- Illustration & image-making
- Mural painting
- Creative collaboration

### Software Skills & Tools

- Adobe Creative Cloud: InDesign, Illustrator, Photoshop, Acrobat
- WordPress • Wireframing
- Microsoft Office Suite
- macOS & Windows
- Social media platforms

### Technical Skills

- Preflight & prepress production
- Print & digital advertising
- Website design & maintenance
- Digital asset management
- Creative team leadership
- Editorial collaboration
- Column writing