

ASHLEY SCHÖNKNECHT

244 Scott Street, San Francisco, California 94117

T 617.584.9703 E askdzign@gmail.com

WEB askdzign.com

TWITTER twitter.com/askdzign

FLICKR flickr.com/askdzign

BLOG askdzign.blogspot.com

LINKEDIN linkedin.com/in/askdzign

EDUCATION

NORTHEASTERN UNIVERSITY

BS in Media Arts and Design, Cum Laude, 2005

MASSACHUSETTS COLLEGE OF ART

Continuing Education, 2005-2008

Silkscreen Printing, Advanced Expressive
Typography, Digital Font Production,
Introduction to Web Design

AWARDS + RECOGNITION

THE AD CLUB

Merit company literature, Barbados, 2009

WEBBY AWARDS

Lifestyle Website.Nominee Dwell.com, 2009

Magazine Website.Nominee Dwell.com, 2009

MIN ONLINE Editorial + Design Awards

Blog Dwell.com, 2009

DESIGNMILK.COM

www.design-milk.com/designer-dailies-ashley-
schonknecht-of-dwell-magazine/

METRO GLOBAL PHOTO CHALLENGE

U.S. Finalist, 2007

SKILLS

SOFTWARE

Adobe Creative Suite; Microsoft Office;
working knowledge HTML, CSS, CMS

OTHER

Traditional and digital photography, processing,
printing, scanning and image editing/retouching
Illustration, silkscreen printing, book-binding

INVOLVEMENT

Gourmet Typography, TypeCON, AIGA,
Habitat for Humanity Global Village participant

EXPERIENCE

DWELL SAN FRANCISCO | OCT 08-NOV 09

Digital + Print Designer, Marketing Responsible for management, design and execution of all projects. Projects have included strategy and design of logos, collateral, signage and web for *Dwell Home Tours*, *Dwell Homes Collection* and *Dwell on Design*; design of 20+ pages for the redesign of *Dwell.com*, design and production of various magazine advertorials for *Dwell Magazine*, 'mock-ups' for pitches, sales support materials, e-newsletters, online web banners and more. Designed logos for design events organized by *The American Institute of Architects*.

ISM TRAVEL + LEISURE MARKETING BOSTON | MAR-SEPT. 08

Art Director Travelled to Arizona, California, Hawaii and Mexico to art direct and style photo shoots of homes for *Abercrombie + Kent*. Travelled to Barbados to scout island for a photo shoot, conduct video interviews and document Bajan life. Directed editing of video for use on website. Organized information, designed a map and style boards for casting and wardrobe for entire island shoot for *Barbados Tourism Authority*. Continued to oversee and direct work of studio artists and production as well as all other duties detailed under previous title.

ISM TRAVEL + LEISURE MARKETING BOSTON | JUN. 05-MAR. 08

Junior Designer Responsible for designing style guidelines and look and feel of materials for the *Barbados Tourism Authority*. Designed direction of co-op advertising and collateral for *Best Western* hotels. Designed and conceptualized various identities, print collateral, high-impact pieces, direct-mail, print advertising, web banners and email blasts for clients such as *Four Seasons Resorts & Hotels*, *Emirates Airlines*, *Foxwoods* and *American Express*. Responsible for concept and design of the 2006 and 2007 *ISM* Holiday cards. Collaborated with copywriters, art directors and creative director on various pitches and campaigns for *Emirates Airlines*, *Mayakoba*, *Harley Davidson* and *Best Western*.

CHRISTINA'S CONSIGNMINT HARTFORD | OCT 09.

Freelance Designer Directed re-branding, designed new graphic identity, Indexhibit CSS website customization and environmental design.

DALAI LAMA CENTER FOR ETHICS AT M.I.T. BOSTON | AUG 08.

Freelance Designer Worked with Proverb Design to design the identity (logo, collateral and website) for the *Dalai Lama Center for Ethics and Transformative Values at MIT*.

COULL SANDSTEDT CREATIVE BOSTON | AUG 08.

Freelance Designer Art Directed advertising for *Cumar Marble + Granite*.

FIRST ACT BOSTON | JUNE 08.

Freelance Designer Created t-shirt designs to promote a new series of limited-edition guitars.

COULL SANDSTEDT CREATIVE BOSTON | JUNE 08.

Freelance Designer Collaborated with the Coull Sandstedt team to design brochures for *CommTank*.

FIRST ACT BOSTON | FEBRUARY 08.

Freelance Designer Contributed illustrations for use on a series of stickers for children's customizable guitars.

BECOMING BALANCED HARTFORD | JAN 08.

Freelance Designer Designed graphic identity, including logo, collateral, product and environment for this new Pilates studio.

COULL SANDSTEDT CREATIVE BOSTON | DECEMBER 07.

Freelance Designer Designed logo and identity for *SPS Hospitality Consulting*.

POWER PEDI BOSTON | NOV 07.

Freelance Designer Designed identity for this new business that sells power tools for "sanding" feet.