Ashley Pickering

Multidisciplinary Designer / mellographics.com

Hi, my name's Ash, and I'm a multidisciplinary designer with over 12 years experience delighting clients, managing projects & leading teams.

Creative Tools & Apps

+ Various Management Tools

Originally a graphic designer from East Yorkshire, England, my thirst for snow led me to travel around the world. During this time I continued to develop my creative skills by freelancing for agencies and completing projects for my own clients.

Now settled in Melbourne, Australia, my strategic creativity and technical skills allows me to successfully tell client stories, create engaging customer interactions and smooth operational processes.

"I love using a combination of design and strategic thinking to untangle tough client challenges."

Melbourne / JUL 2022 - Present

Design Lead, BJM Digital

Melbourne / AUG 2018 – JUL 2020

Senior UX/UI Designer, BJM Digital

Melbourne / AUG 2016 – JUL 2018

Senior Designer, ThreeScoops

Global / OCT 2010 – Present

Creative Designer, MelloGraphics

UK / AUG 2013 – SEP 2013

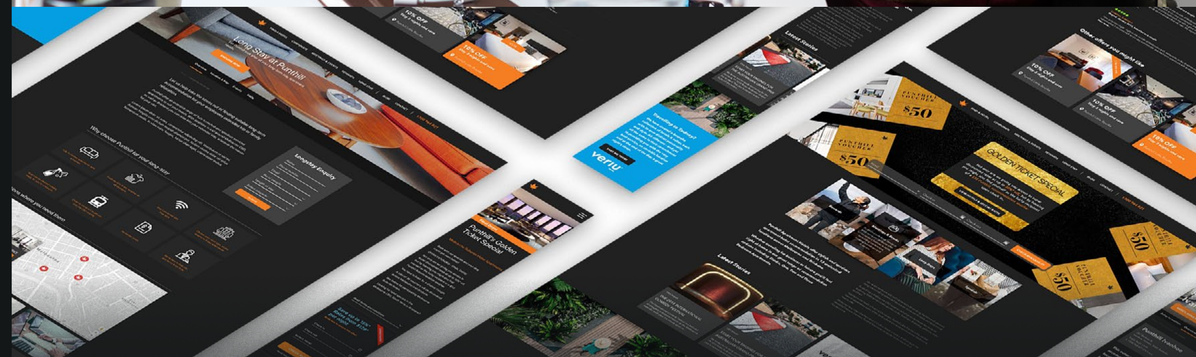
Creative Designer, Karian & Box

Canada / MAR 2011 – MAY 2013

Print Manager, The UPS Store

UK / SEP 2007 – OCT 2010

In-house Designer, Power Health Products



Capabilities

Web Design

I conceptualise and design engaging web experiences using expertise in information architecture, SEO, and scalability. Interfaces correspond with client goals and my technical knowledge of HTML, CSS and JavaScript enables easy collaboration with developers that bring visions to life.

Website Strategy. Brochure web design. Ecommerce design. Web app design. Landing pages. Wireframes. Prototypes. Communication design. WordPress. CSS. SCSS.

UI/Product design

I design interfaces tailored to user expectations and client goals by using data gathered from user research. I use modern UI principles to build intuitive and visually appealing experiences. Rapid prototyping allows iteration before development. This result in a seamless user journey that aligns with business needs.

User experience strategy. User research. Interface design. Application design. Product design. Wireframes. Prototype. User flow.

Design Systems

The use of design systems allows me to easily plan, summaries and document assets and components for large UI and branding projects. These are built to be adaptable so can easily scale with evolving business needs. I enjoy training client teams to effectively leverage a system to keep brand consistency.

Creating & maintaining design libraries. UI kits. Component libraries. Education & training. Documentation.

Capabilities

Branding

I create strong, clean logos and visual identities that encapsulates a brand's essence and appeals to target audiences. I find new and exciting ways to push existing brand guidelines to modernise designs. Brand consistency across print and digital mediums is achieved by creating cohesive guidelines and asset packs.

Strategy, Logo design, Visual identity, Brand guidelines, Color schemes, Typography, Templates

Illustration & Motion

Strong sketching and illustration skills allow me to design expressive characters and captivating narratives. Storyboarding allows me to plan visual sequences and craft fluid animations that connect with audiences across media.

Traditional illustration, Spot illustration, Digital illustration 3d Illustration, Motion Graphics, Music videos, Character & Mascot design, Storytelling

Project & Team Management

I foster innovation and creativity within design and development teams through my user-centred thinking. My superior organisation, communication, and collaboration skills allow me to lead and work with teams to optimise processes and deliver high-quality outcomes.

Team leader, Problem Solving, Creative direction, Process workflows, Projects management, Stakeholder Management, Time Management and Organisation

Clients

Ansell

BASF
We create chemistry

Disneyland Paris

Gumbuya World

JobAdder

HUB24

McKenzie's
For everyday since 1852

NOW Finance

Macedon Ranges Shire Council

The University of Melbourne

punthill
apartment hotels

Tough Mudder

RSPCA

Premium Content Alliance

redkite
A lifeline for families facing childhood cancer

Web Design / eCommerce / LMS

Euka Future Learning

Euka Future Learning provides home school education curriculum that allows students to march to the beat of their own drum, pursue their passions and fulfill their potential.

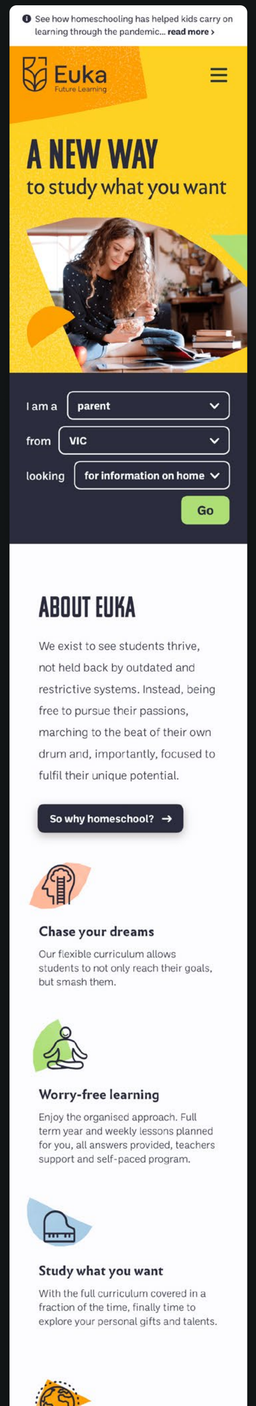
After a recent rebrand, I designed a website that conveys their new mission and allows students and parents to access course work effortlessly. The design system was then rolled out across Euka's Learning Management System and other online branded elements.

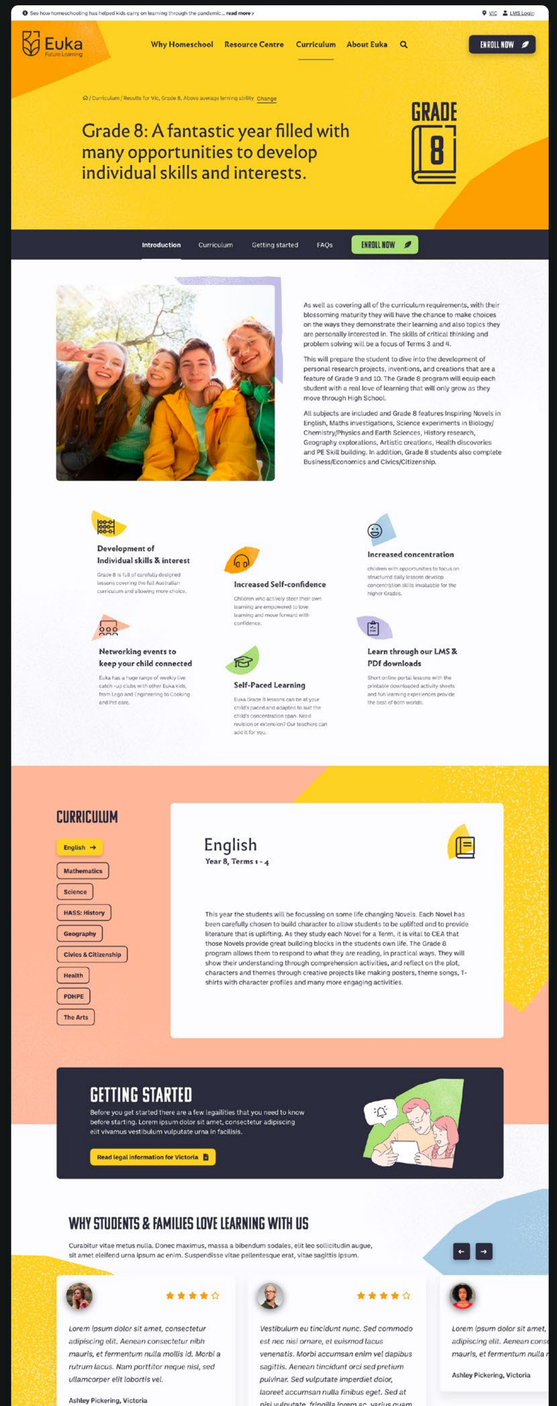
My role in this project

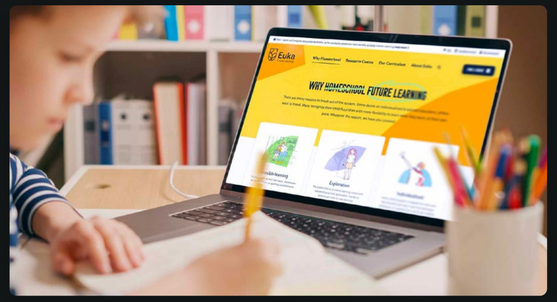
Brand Application, Design System, Illustration, Project Management, Strategy, User Journey Mapping, UX/UI Design, Web Design

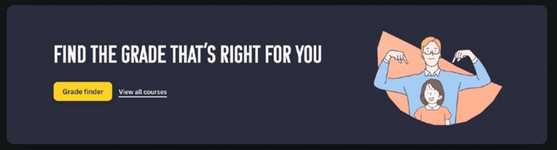
Tools & Apps used

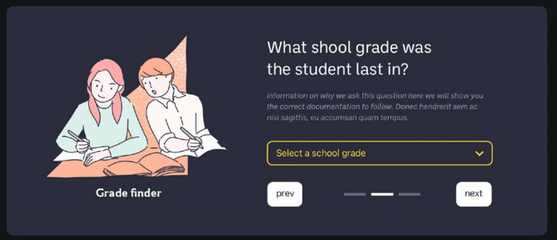
Figma, Illustrator, WordPress

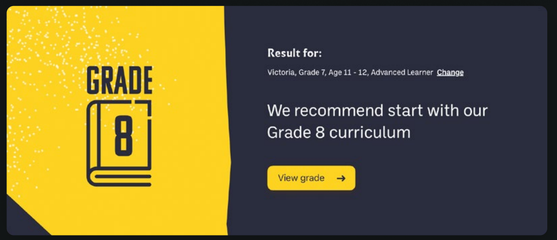


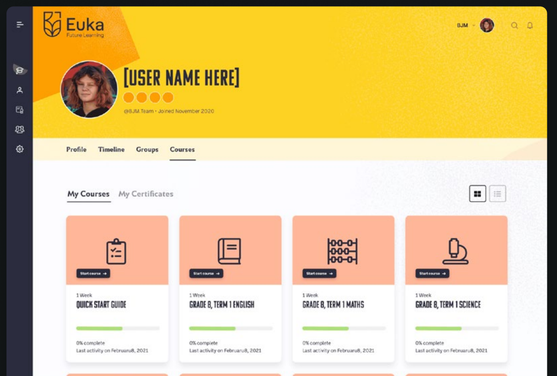












Branding

Popsy & JJ Branding

Popsy & JJ are on a mission to share the best international wines with the Australian people. Their unique wines are tasted, reviewed and paired with an accompanying recipe to provide superior customer satisfaction.

I created an approachable visual identity that was applied across their e-commerce store, in-store POS and digital marketing.

My role in this project

Brand Application, Design System, Illustration, Logo Design, Project Management, Strategy

Tools & Apps used

Illustrator, InDesign, Procreate

Web Design / eCommerce

ecf/HFA Furniture

Eastern Commercial Furniture/Healthcare Furniture Australia offer high-quality interior design products and services. Their core business is an end to end solution for the commercial and healthcare sectors.

My website design focuses on generating leads by allowing clients to easily browse inspirational content, create product wishlists and request quotes. I featured trending and SEO-optimised content in an ‘inspiration’ section to aid brand awareness and recognition. I also designed a custom portal for select clients to purchase pre-approved products which streamlined purchasing and administrative processes.

My role in this project

Brand Application, Design System, Project Management, Strategy, User Journey Mapping, UX/UI Design, Web Design

Tools & Apps used

Figma, Illustrator, WordPress

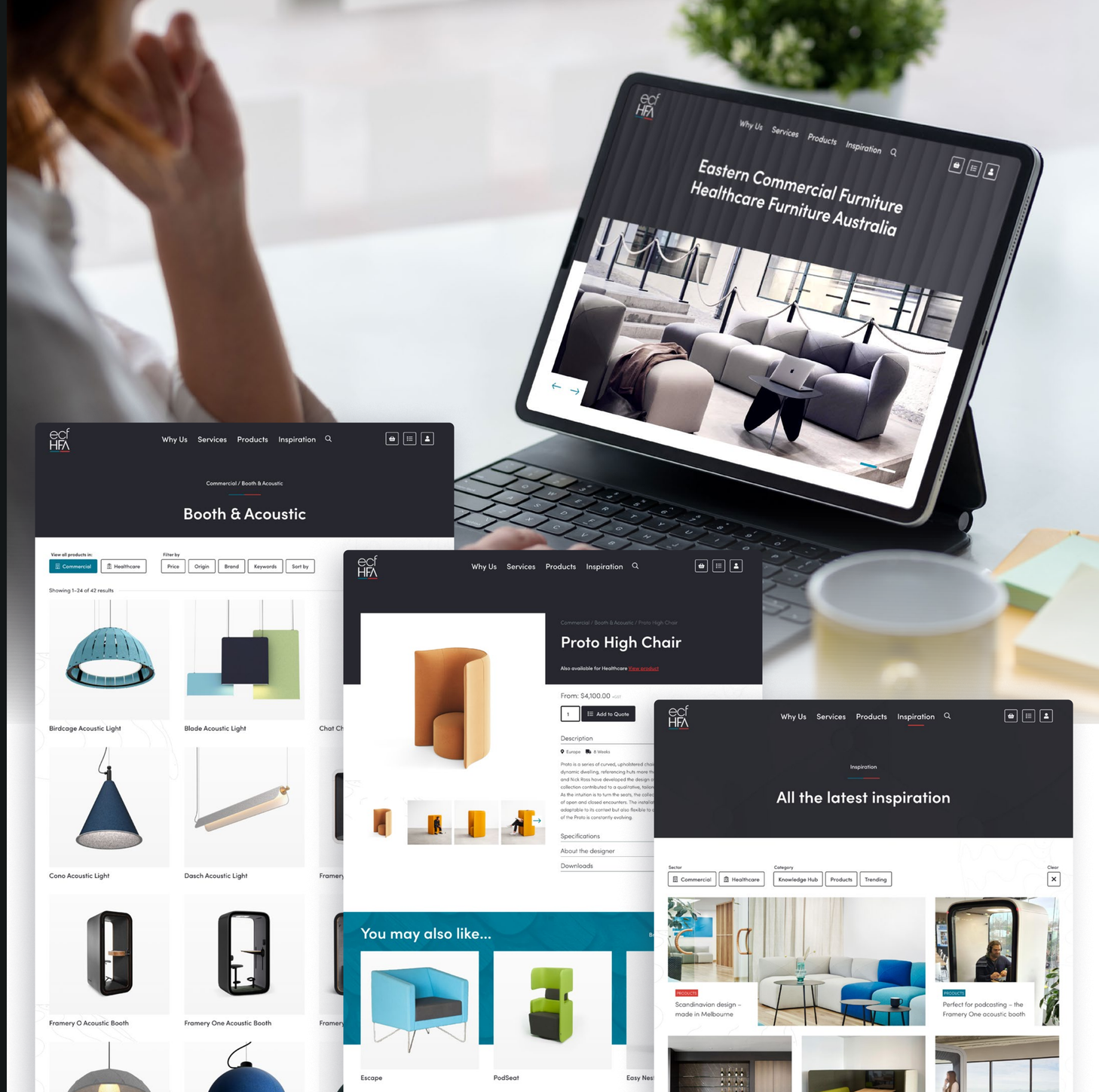


Illustration / Animation

Navier Gene

Navier Gene are a three-piece band featuring Eddi Pickard, a well know metal-artist and musician from Hull, UK.

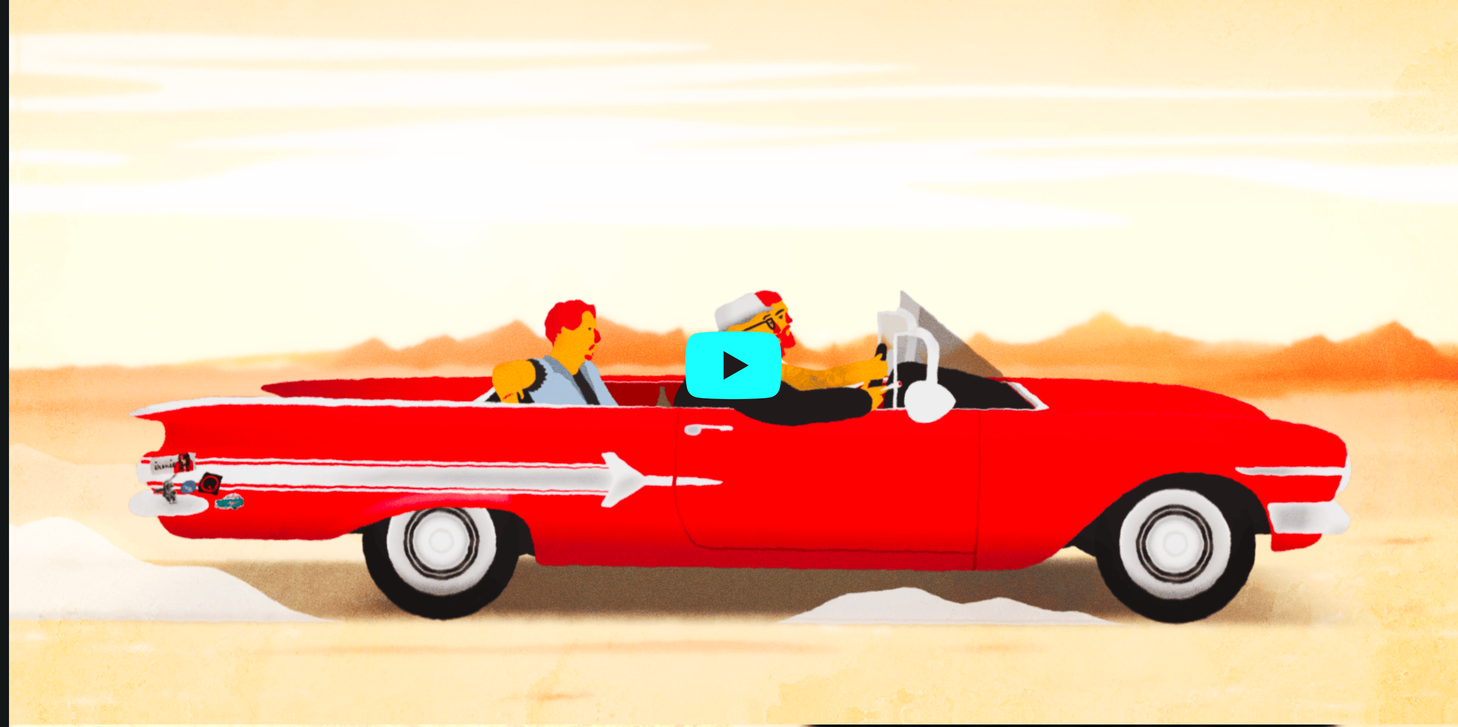
The band approached me to create a music video for their album's title track. I heard the song and was hooked! The video pays homage to music videos that feature an old-school Chevy. I also added hidden gems from classic movies and the band's local city.

My role in this project

Animation, Illustration

Tools & Apps used

AfterEffects, Illustrator, Premier Pro, Procreate



Web Design / UI / Product Design

ThinkTV Website & Brand Engine

Part of a set of websites built for The Premium Content Alliance, ThinkTV's mission is to champion the power of TV advertising through data, research, education and industry development news.

I designed a website that makes ThinkTV the "go to" source for easy-to-read and easy-to-find facts and insights for advertisers and their agencies. The website features multiple custom calculation tools that aid users in planning their spend, reach and potential return on investment for their upcoming campaigns.

My role in this project

Brand Application, Design System, Project Management, Strategy, User Journey Mapping, UX/UI Design, Web Design

Tools & Apps used

Figma, Illustrator, WordPress

3D & Animation

Surge Gum

Surge Gum is a revolutionary pre-workout product that gives you fast-acting energy. New to the market, its unique feature is its natural caffeine center formulated to supercharge a workout.

I was tasked to help bring life to the marketing materials. I created a set of 3D-product renders to convey the unique gum features, and a logo reveal animation that used movement to generate brand impact. These were used across social media and throughout the website.

My role in this project

Animation, 3D

Tools & Apps used

AfterEffects, Blender, Procreate

Branding / Illustration / Web Design

Wildfire Futures

Part of the University of Melbourne, The Wildfire Futures Hallmark Research Initiative brings together academics with diverse knowledge to address the challenges of wildfire in the Australian landscape.

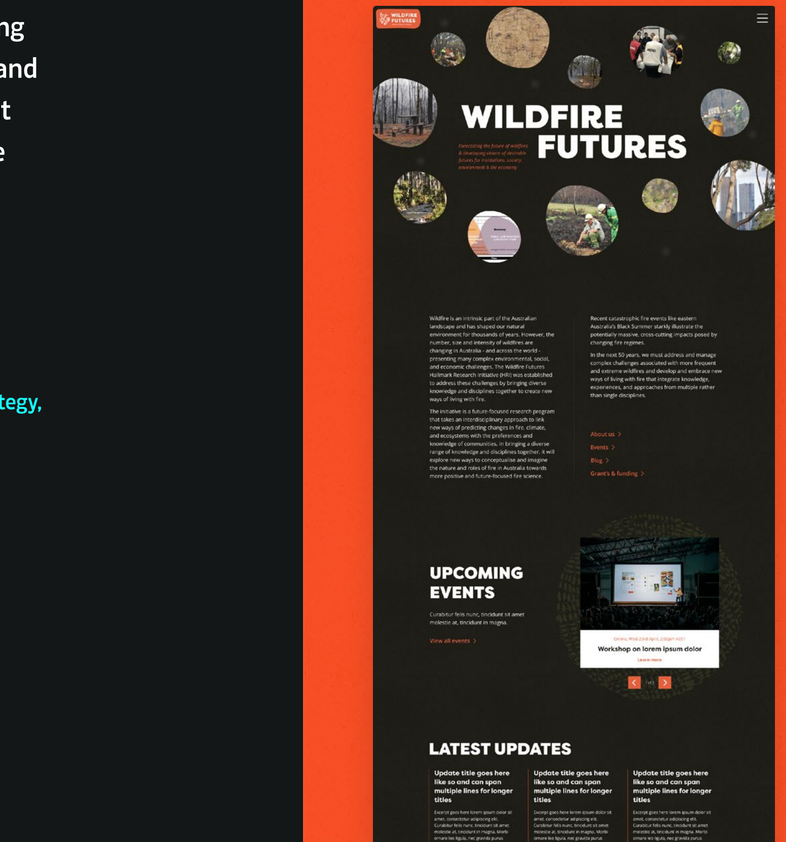
I created a visual identity for the Initiative by taking inspiration from Australia's natural colour pallet and textures and the regeneration of flora. I rolled out this design system to build a user friendly website featuring key information about the team and upcoming events.

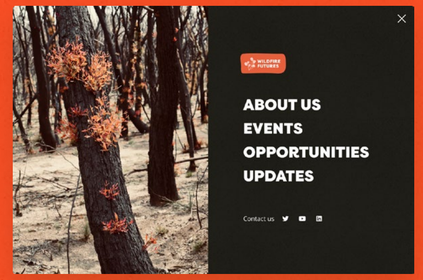
My role in this project

Brand Application, Design System, Project Management, Strategy, User Journey Mapping, UX/UI Design, Web Design

Tools & Apps used

Figma, Illustrator, WordPress





Mello

Thank you for your time

ashley@mellographics.com

0411 042 539

mellographics.com

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