



Ashley Messics

senior graphic designer

education

BFA | Graphic Design
& Illustration

Kutztown University
of Pennsylvania

expertise

Licensed Product
Development

eCommerce & Amazon
Optimization

Package Design

Production Artwork

Creative Direction

Typography & Layout

Digital Marketing Assets

Trend Research

Cross-Functional
Collaboration

Project Management

software

Adobe Creative Suite

Photoshop

Illustrator

InDesign

Lightroom

Microsoft Office

Amazon Seller Central

Canva

Wordpress

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Bethlehem, PA

Senior Graphic Designer with 15 years of experience leading high-impact branding, licensed apparel, packaging, and eCommerce initiatives. Develops strategic creative for licensed products, corporate brands, and high-volume Amazon storefronts. Leads end-to-end product development from concept through production and marketplace launch. Combines strategic thinking with strong visual execution in fast-paced, fully remote, cross-functional environments.

experience

Sr. Graphic Designer | eCommerce

August 2022 – October 2025

Enchanté Accessories - New York, NY | Remote

- Led brand-wide visual strategy across Amazon and digital marketplaces, ensuring cohesive identity and conversion-focused design execution.
- Directed full rebrand initiative for Country Kitchen, developing new logo assets, typography direction, and visual language across digital platforms.
- Designed high-performing product listings, infographics, A+ content, and storefront assets optimized for customer engagement and marketplace standards.
- Edited and enhanced product photography to improve visual clarity and increase perceived product value.
- Partnered cross-functionally with product development and marketing team to launch over 400 new SKUs annually and enhanced existing product listings.
- Managed file organization, version control, and asset workflow to maintain efficiency in a fully remote environment.

Creative Graphic Designer | Production Artist

June 2012 – January 2020

Majestic Athletic/Fanatics, Inc. – Easton, PA

- Designed licensed apparel artwork for MLB®, NBA®, and NHL®, ensuring strict adherence to league compliance and team standards.
- Created 95% of art masters for the 2019 MLB Fan Gear launch with Under Armour.
- Played a key role in the transition from Under Armour to Nike for the 2020 MLB line, adapting to new brand guidelines and delivering a full product line in under three months.
- Collaborated with sourcing and production teams to align creative execution with manufacturing capabilities and margin goals.
- Completed concept-to-production development of high-volume apparel collections, integrating trend research and fan insights.

Graphic Designer Thomas J. Paul, Inc. – Rydal, PA

July 2010 – June 2012

- Designed seasonal packaging, merchandising displays, and promotional materials for M&M's®/MARS Chocolate.
- Ensured all creative met strict corporate brand standards for national retail distribution.
- Led layout design and production of seasonal retail catalogs, aligning visual storytelling with merchandising strategy.

Intern | Freelance Designer Crayola – Easton, PA

January 2010 – July 2010

- Supported creative team on branding, illustration, and production design projects.
- Assisted in product photo shoots and asset preparation for marketing materials.