

# ASHLEY STLUKA

ART DIRECTOR

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## EDUCATION

**THE UNIVERSITY OF TEXAS AT AUSTIN | B.S. in Advertising**

**August 2017 - May 2021 | 3.88 GPA**

Business Minor (McCombs School of Business)

Texas Creative Portfolio Sequence I-III (Stan Richards School of Advertising & PR)

## PASSIONS

Adoption & Foster care

Zoology & Wildlife conservation

Sustainability

Superhero trivia

Magic tricks

## EXPERIENCE

**NATIONAL STUDENT ADVERTISING COMPETITION UT AUSTIN TEAM | Immersive Director**

**January 2021 - May 2021 | Austin, TX**

• Led a department of five to ideate and engineer immersive experiences, such as AR and experiential marketing, for a campaign for Tinder

• Delegated responsibilities, set internal deadlines, and maintained accountability and encouragement within the Immersive department

• Cross-collaborated with five other departments (PR, Creative, Media, Planning, & Services), their respective directors, and the Vice President of the team in multiple meetings per week

**PUPSICOOOL | Graphic Design & Marketing Intern**

**May 2020 - August 2020 | Austin, TX**

• Rebranded the company by writing a branding guide, revamping their website, and creating graphics and logos for their social media and promotional materials

• Redesigned the packaging of an order of 10,000 new cup containers

• Researched viable marketing opportunities and materials for product launches and promotional campaigns

**TEXAS CREATIVE | Art Director**

**January 2019 - May 2020 | Austin, TX**

• Conceptualized, pitched, and executed 11 multimedia advertising campaigns

• Collaborated with and received feedback from professors, art directors, copywriters, and media strategists in multiple meetings per week

• Presented my portfolio at the end of each semester to professors and advertising creatives, both in-person and via YouTube

## HONORS

AAF Most Promising Multicultural Student

Bronze Austin ADDY Winner x2

College Scholar

Moody College of Communication Scholarship Recipient

Dean's List

TX Exes Scholarship Recipient

2021

2020

2020

2018-2020

2017-2020

2017

## SOFTWARE

Adobe CC Suite (Ps/Ai/Id/Pr)

Procreate

MS Office

Keynote

Google Drive

## SKILLS

Art Direction

Graphic & Web Design

Creative Strategy & Branding

Illustration & Animation

Ideation & Collaboration