ASHTON RIDER

Portfolio: ashtonrider.com | linkedin.com/in/ashton-rider/ | AshtonRiderDesign@gmail.com | 724-421-6778

SUMMARY

Creative professional specializing in environmental graphics, concept development and brand storytelling, with experience spanning water parks, ski resorts, stand-alone restaurants, hotels, and much more. Skilled in translating ideas from early concept through production, blending narrative, spatial thinking and visual design to create cohesive brand experiences for guests and clients.

EXPERIENCE

Lead Graphic Designer

Scott Enterprises | Erie, PA | February 2024 - Present

Supporting company growth from 22 to 28 properties in the Greater Erie Region with a focus on Splash Lagoon Indoor Water Park Resort, Oliver's Rooftop Restaurant, Oliver's Beer Garden, and various franchised hotels and restaurants.

- Helped increase annual revenue by 4.2% (~$10.7M) through brand development, marketing campaigns, event coordination, environmental graphics, and community engagement initiatives.
- Supported 900% Splash Lagoon TikTok follower growth (340 to 3450+) with campaign content and creative assets.
- Expedited project delivery across 12 departments through streamlined creative request workflows.
- Supported business development through business proposal pitch decks for city/state councils.
- Enhanced asset accessibility and brand consistency by managing 32 digital asset libraries.

Creative Team Lead – Graphic Design

NWPA Innovation Beehive Network | Edinboro, PA | December 2022 - May 2023

Managed and organized a team of 6 designers to support two local client initiatives through marketing campaigns and a full business rebrand.

- Lead 8 total brand development presentations, communicating with the client on brand assets and project-based deliverables.
- Elevated brand awareness by developing visual identity, collateral, website and social media content.
- Ensured quality, budgets, and on-time deliverables by managing production vendors.

Graphic Designer

Piper Press Print & Copy | Edinboro, PA | March 2021 - May 2023

Established Piper Press's visual identity and marketing foundation through brand development, promotional materials, marketing campaigns, and client communication.

- Increased website traffic 55% YoY by redesigning the website and improving SEO.
- Supported business development through print knowledge infographics and customer communications.
- Provided print machine operation solutions for book binding, banners, environmental graphics, and other marketing materials.

Publication Designer

Chimera XIX: A Progression of Clarity | Edinboro, PA | August 2021 - April 2022

Collaborated in a team of 7 to produce visual content for Chimera XIX, the 19th edition of the yearly publication produced by the Edinboro University Art Department.

- Aligned creative strategy with department objectives through discovery meetings and campaign planning.
- Strengthened layout consistency by developing moodboard documentation and creative assets.
- Awarded as finalists in the 2022 Flux Design Award in "Best Publication" from the American Institute of Graphic Arts.

AWARDS & HONORS

- Wave Review Award in Best Print Media (In the category of 250,000 and Up Annual Attendance) — World Waterpark Association, 2025
- Flux Design Competition Finalist (Best Brand Identity Design) — AIGA Baltimore, 2022
- Flux Design Competition Finalist (Best Publication) — AIGA Baltimore, 2022
- Celebrate the Artist Gmitter Exhibition, Finalist (2023)
- Chimera XIX Publication Art Department, Contender (2021)
- SkillsUSA Pennsylvania State Promotional Design, Finalist (2019)

SKILLS

Environmental Graphics • Visual Storytelling • Brand Systems & Identity Design • Brand Strategy • Marketing Strategy • Concept Development • Communications • Creative Direction • Project Management • Cross-Functional Collaboration • Campaign Development • B2B & B2C Marketing • Digital Asset Management • Motion Design • Illustration • Package Design • Print & Digital Production • Mockup Creation • Adobe Creative Suite • Canva • Webflow • HTML/CSS • Microsoft Office 365 • Dropbox • Monday • ClickUp • Slack • Google Productivity Suite

EDUCATION

Bachelor of Fine Arts in Graphic Design | May 2023 | Pennsylvania Western University | Edinboro Campus