ASHLEY WILLIS, MPH

MULTIDISCIPLINARY DESIGNER

Graphic Design · Digital Design · Brand Identity · Interior & Spatial Design · Visualization

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PROFILE

Multidisciplinary designer with experience across graphic and digital design, brand identity, social media design, web design, interior and spatial design, and visualization. Professional and freelance work spans real estate visualization, residential interiors, branded content, marketing and presentation design, visual communication, client collaboration, and creative project delivery, with additional work in packaging, editorial design, motion, illustration, information design, and e-learning. A strong understanding of composition, hierarchy, storytelling, and visual systems guides projects from concept development through refinement and final production.

DESIGN EXPERTISE

Brand identity & visual systems · Packaging · Graphic & digital design · Editorial & presentation design · Typography & layout · Social media design · Web design · Motion graphics · Information design · Illustration · Interior & spatial design · Space planning · Floor plans · Furniture & material selection · Virtual staging · Architectural visualization · Art direction

DESIGN EXPERIENCE

Principal Visualization Designer

Russ Ross Photography, Inc. | New York, NY · Remote | Oct 2021–Present

- Lead visualization and design projects for residential and commercial real estate properties, developing photorealistic virtual staging, spatial concepts, and presentation assets for property marketing.
- Develop interior concepts through furniture selection, styling, material relationships, scale, proportion, and spatial composition, translating empty or unfinished spaces into realistic, market-ready environments.
- Collaborate with real estate, development, and marketing professionals to interpret project goals and produce polished visual solutions aligned with property, audience, and marketing needs.
- Manage creative workflow from concept development through revisions and final delivery while maintaining visual consistency, realism, quality, and attention to detail across multiple concurrent projects.

Multidisciplinary Designer & Founder

Ashley Willis Staging & Design Studio | Bethesda, MD | May 2026–Present

- Lead residential, commercial, and hospitality visualization and interior design projects, establishing concept, composition, materiality, styling, and overall visual direction.
- Translate architectural and interior concepts into polished visualizations that communicate scale, function, atmosphere, and design intent.
- Built and manage the studio brand identity and digital presence, including website design, portfolio presentation, service pages, social media creative, branded graphics, and marketing materials, maintaining a cohesive visual system across client-facing touchpoints.
- Lead projects from initial concept through creative review, client feedback, refinement, and final delivery, balancing design quality, presentation, client needs, and production timelines.

Freelance Graphic Designer

Independent | Oct 2025–Present

- Create graphic and digital design work including brand assets, social media creatives, presentation design, marketing collateral, editorial and digital layouts, and web-ready visual content.
- Develop concepts from brief through final production, refining typography, layout, imagery, hierarchy, and visual consistency across deliverables.
- Adapt visual systems across formats and channels while balancing brand requirements, audience needs, and project goals.

Interior Designer

Collov, Inc. (now Collov AI) | May 2022–Nov 2022

- Developed residential interior concepts based on client preferences, lifestyle, room constraints, and budget, establishing a clear aesthetic and functional direction for each space.
- Created floor plans, furniture layouts, space plans, 3D design concepts, and visual presentations to communicate circulation, scale, furniture placement, spatial relationships, and overall design intent.
- Developed coordinated furniture selections and material palettes; sourced furnishings, décor, finishes, and products to support the design direction and budget.
- Collaborated directly with clients to present concepts, incorporate feedback, refine designs, and develop final furnishing and design recommendations.

SELECTED DESIGN WORK

ÉLANE | Complete skincare brand system spanning identity, four-product packaging, ritual kit, campaign, social media, and e-commerce concepts.

SEATED | Digital illustration series exploring chair form, proportion, material, color, texture, and consistency across grouped and individual studies.

ORYSSENE | Editorial design system for a journal of art, space, and material built through typography, imagery, hierarchy, and page composition.

Ideas, Assembled | 9-second seamless motion study combining typography, illustration, color, and editorial composition.

ADDITIONAL EXPERIENCE

Public Health Resource Coordinator

Virginia Department of Health | Woodbridge, VA | Sep 2020–Jun 2022

- Designed public-facing infographics, brochures, staff training materials, digital resources, presentations, and social media content, translating complex health information into clear, accessible visual communications.
- Developed and adapted graphic assets across print and digital formats, applying consistent typography, hierarchy, color, and layout for public-facing, staff, and community audiences.
- Managed public health investigations, data collection, reporting, community resource coordination, and stakeholder communication while maintaining privacy and documentation requirements.
- Recognized by direct management for strong communication, dependability, and health-communications work.

Administrative & Project Manager

City of Gaithersburg | Gaithersburg, MD | Jan 2018–Jan 2020

- Coordinated schedules, budgets, documentation, stakeholder communication, reporting, and workflow tracking across departments.
- Supported cross-functional project delivery, process improvement, and administrative operations.

Food & Nutrition Analyst

The Nutrient Institute | Incline Village, NV | Mar 2020–Jul 2020

- Conducted public health and nutrition research, supported project planning and reporting, and translated scientific information into educational resources.

Grants Program Assistant

American Nurses Association | Silver Spring, MD | Feb 2020–Apr 2020

- Supported grant administration, proposal development, reporting, budgets, records, and executive-level program coordination.

TOOLS

Adobe Creative Cloud: Photoshop · Illustrator · InDesign · After Effects · Premiere Pro | **Digital & Web:** Figma · Wix · Canva | **3D & Visualization:** SketchUp · Enscape | **Project & Productivity:** Microsoft Office · Visio · Smartsheet

AI-Assisted Creative Workflows: ChatGPT · Adobe Firefly · Generative Image Tools

EDUCATION

Master of Public Health | New York Medical College | 2018

Health Education Certificate

Bachelor of Arts in Psychology | Penn State University | 2013

ADDITIONAL HIGHLIGHTS

Co-author, Oral Conference Presentation | Association of Nurses in AIDS Care Conference, Denver, CO | 2018

Volunteer | Smithsonian Institution National Museum of Natural History | 2016–2018