

Ashley Grotewiel (grom-tuh-well)

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about

With a background rooted in a highly technical industry, I offer a unique blend of analytical thinking and creative vision. I specialize in transforming complex information and concepts into visually engaging, easily digestible designs. My approach is always grounded in education: I take the time to learn the nuances of the subject matter to ensure that each visual solution is not only aesthetically pleasing, but also conveys the intended message. Known for my work ethic and pursuit of excellence, I consistently deliver high-quality, purpose-driven design on time and across a wide range of mediums and platforms.

Experience

Senior Art Manager, August 2006 to Present

Tnemec Company Inc., North Kansas City, Missouri

- | Responsible for Tnemec's visual expression across all channels
- | Sets brand standards; ensures consistency and conceptualizes development
- | Responsible for brand development and harmonization of acquisitions
- | Assists in developing and managing department budget
- | Aligns creative with Marketing campaigns and Sales goals
- | Creates designs for both print and digital, from concept to file delivery
- | Designs multilingual content for a variety of cultures and audiences
- | Communicates creative to multiple audiences; articulates design rationale
- | Works independently and collaboratively; incorporates stakeholder feedback
- | Manages and mentors a junior designer, fostering their career and skillset
- | Provides art direction to external partners
- | Maintains an understanding of products, markets, and customers
- | Keeps up-to-date with trends across graphic design and technology

Accomplishments

- | Managed multiple brand refresh projects over the course of a 20-year company tenure, resulting in a consistently well-recognized and respected brand industry-wide
- | Redesigned packaging for 30+ containers and 150+ products to improve both aesthetics and durability, resulting in an improved representation of the company brand
- | Acted as an in-house interior designer to choose furnishings and create custom graphics for multiple interior work spaces, resulting in an improved office atmosphere for employees and visitors
- | Spearheaded a multi-year project to improve the exterior aesthetics of the company's facilities, including signage, painting, and murals
- | Led the integration of Epoxytec following its acquisition, ensuring brand alignment with Tnemec while maintaining their existing market identity
- | Identified and developed a brand templating platform (MARQ) to improve the visual representation of Tnemec across various customer touchpoints and empower all employees as stewards of the brand
- | Identified and structured a digital asset management (DAM) tool, making visual elements and documents easily accessible to all employees

Skillset

- | **Adobe** Creative Suite
- | **Microsoft** Office Suite
- | **Marq** Brand Templating
- | **Canto** Digital Asset Management
- | **Ziflow** Review Platform
- | **AirTable** Content Management
- | **WordPress** Website Management
- | **Wagtail** Website Management

Education

Bachelor of Fine Arts Degree

Commercial Art / Graphic Design
May 2006

University of Central Missouri
Warrensburg, Missouri

Culture Index

Specialist A detail-oriented and highly conscientious professional with a focus on accuracy, consistency, and quality. Known for thorough follow-through, strong organizational skills, and a methodical approach to problem-solving. A steady, analytical team member who values precision, accountability, and process improvement.