

ASHA CLEMENTS-ELLIOTT

CREATIVE DIRECTOR

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Harrisburg, PA
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BRIEF INTRODUCTION

I'm a creative director who leads with intuition, clarity, and a genuine love for thoughtful design. I see the world as a blank canvas, full of stories, systems, and small details waiting to be shaped with intention. I am deeply passionate about creating work that feels honest and original. I believe that through collaboration, curiosity, openness, and care, we can shape work that leaves a lasting impression.

EDUCATION

School of Visual Arts
Bachelor's in Fine Arts
2017-2021

West Chester University
Non-Profit Administration
2025-2026

SKILLS

- Adobe Creative Suite
- Asana
- CAD Software
- Communication
- Figma
- Framer
- Google Suite
- Microsoft Suite
- Procreate
- Project Management
- Trello
- WebFlow
- Wix
- WordPress

PORTFOLIO

A curated selection of my creative direction and design work:

+ <https://ashaafiya.studios.wixstudio.com/ashaafiyaportfolio>

PROFESSIONAL EXPERIENCE

Freelance Creative Director | 2022-2024

Branding | Art Direction | Editorial Design

- Led visual identity, brand systems, and campaign concepts for beauty, lifestyle, and nonprofit clients
- Directed photoshoots and visual content, collaborating with photographers, stylists, and talent
- Built creative decks, moodboards, and concept presentations to communicate vision
- Selected and refined imagery for campaigns, providing clear retouching and editing notes
- Managed end-to-end creative production, timelines, deliverables, and client communication
- Produced narrative-driven editorial content integrating illustration, photography, and layout

Residence Hall Coordinator | 2024-2026

Washington College | West Chester University | Leadership and Management

- Oversaw daily operations for residential communities of 1,100+ students
- Supervised and trained student staff, fostering collaboration and accountability
- Planned and executed large-scale events with full logistics, staffing, and creative direction
- Managed event budgets and resource allocation for cost-effective programming
- Led crisis response and conflict resolution with clarity and empathy
- Built systems for scheduling, workflow, and community engagement

Interior Design Assistant | 2022

Hendley & Co. | Design Support and Client Communication

- Created floor plans and spatial layouts for client presentations
- Managed and processed client orders with accurate vendor coordination
- Supported client visits, material selection, and design decision-making