

ASHA CLEMENTS-ELLIOTT

CREATIVE DIRECTOR & DESIGNER

(443) 350-3052

Lebanon, PA

asha.afiya@outlook.com

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
- AI Tools
- CAD Software
- Communication
- Figma
- Framer
- Google Suite
- Microsoft Suite
- Procreate
- Project Management
- Trello
- WebFlow
- Wix
- WordPress

PORTFOLIO & LINKEDIN

A curated selection of my creative direction and design work:

+ <https://ashaafiystudios.wixstudio.com/ashaafiyaportfolio>

+ <https://www.linkedin.com/in/asha-elliott/>

RELEVANT EXPERIENCE

Asha Afiya Studios | Creative Director & Designer Contractor

August 2022 - Current | Branding, Art Direction, Editorial Design

- Led creative direction, branding, and presentation design for nonprofit, lifestyle, and beauty clients.
- Designed campaign assets, executive decks, and narrative-driven editorial content integrating illustration, photography, and layout.
- Built scalable templates and design systems to streamline client workflows.
- Leveraged AI tools to accelerate design production and improve campaign effectiveness.
- Directed photoshoots and collaborated with cross-functional teams to deliver cohesive visual identities.

West Chester University | Residence Hall Coordinator

June 2025 - March 2026 | Leadership, Staff Management, and Budgeting

- Developed event materials and executive-level presentations to support large-scale programming for 1,100+ residents.
- Led crisis response and safety protocols with clarity and empathy.
- Supervised and developed student staff, fostering collaboration and accountability.
- Designed and executed large-scale events with creative direction and logistical oversight.
- Built systems for scheduling, workflow, and community engagement.

Washington College | Community Coordinator

July 2024 - May 2025 | Training Development and Event Coordination

- Coordinated multi-channel communications for events, scheduling, and facilities updates with consistent branding.
- Produced community engagement materials that strengthened culture and retention across residential areas.
- Managed building standards, scheduling, and facilities coordination.
- Responded to crises and resident concerns with professionalism and clear documentation.

ADDITIONAL EXPERIENCE

Hendley & Co. | Interior Design Assistant | 2022

- Supported client presentations with visual storytelling tools and material boards.
- Coordinated vendor communication and order management with attention to detail and brand alignment.
- Supported client visits, material selection, and design decision-making