



ashlee Wilsher

GRAPHIC ARTIST



Contact

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Education

2009 - 2011
**BA OF ARTS
 GRAPHIC DESIGN**
 Art Institute of Houston - North

2004 - 2008
**ASSOCIATES OF ARTS
 BUSINESS**
 Lone Star Community College
 Cy-Fair

Technical Skills

ADOBE



MICROSOFT



SOFTWARE



OTHER



Summary

Howdy! My name is Ashlee and for 12 years, I served as the in-house Graphic Designer for Trendmaker Homes/Tri Pointe Homes (18 years total with the company in the marketing department). During that time, I developed comprehensive branding materials for new communities and company-driven initiatives. Designed logos, brochures, signage, maps, flyers, and a wide range of print and digital marketing assets. I consistently ensured cohesive branding across all materials, and supported the launch and promotion of new developments.

In addition to my design responsibilities, I coordinated and ordered all promotional products and provided on-site support for company events, including setup and materials management. My role combined creativity, design expertise, and hands-on logistical support for the marketing team.

Experience

2023
-
2020

IN-HOUSE GRAPHIC DESIGNER (PT)

TRI POINTE HOMES | HOUSTON, TX

- » New Community Grand Openings
 - » Created signs, displays, price sheets, flyers etc. for new communities
- » Promotion Campaign Roll-Out
 - » Created signs, displays, flyers, web content for new promotions
- » Digital Asset Management
- » Interactive Maps
- » Edited/Added assets to TPH website, MLS, and Envision

2020
-
2011

IN-HOUSE GRAPHIC DESIGNER

TRENDMAKER HOMES | HOUSTON, TX

- » Brand Management
 - » Managed brand assets for Trendmaker Homes, Trendmaker Development, Avanti Custom Homes, Texas Casual Cottages, Texas Coastal Cottages
- » Community Brand Creation & Management
 - » Created brand assets for new communities including logo, signs, website assets, flyers, brochures connecting the community brand
- » Corporate Presentations
 - » Created presentations for our Home Office and Builder Partners
- » B2B Direct Mailers/Gifts
 - » Created developer yearly gifts that both highlighted accomplishments through the year and showing gratitude to our industry partners

Experience

Expertise

ILLUSTRATION

BRANDING

ATTENTION TO DETAIL

CREATIVE COLLABORATION

SPELLING

ENTHUSIASM

Awards/Certifications

2009-2020

PRISM AWARDS

22* GHBA PRISM Awards for Creative Work including Community, Developer and Builder of the Year (*est.)

2023

200 HR Yoga Teacher Certification

LifePower Yoga

2020
-
2011

IN-HOUSE GRAPHIC DESIGNER, CONT.

TRENDMAKER HOMES | HOUSTON, TX

- » Realtor Correspondence
 - » Created new Realtor Rewards Program design yearly with Realtor Liaison, including flyers, promo items, brochures
 - » Realtor promotion flyers (BTSA, inventory, community promotions)
- » Coordinate Photography/Videography
 - » Coordinated photography and videos of models and completed inventory homes
- » Oversaw all Print Materials
 - » Met and coordinated with the local printer to make sure all printed material was accurate met brand standards
- » Promotional Items
 - » Ordered promo items, apparel for all the company brands ensuring high-quality items as well as correct logo placement

2011
-
2004

MARKETING ASSISTANT

TRENDMAKER HOMES | HOUSTON, TX

- » Supported the marketing team with administrative tasks, data entry, and invoice coding
- » Corporate presentations, reports, and any other marketing support materials
- » Assisted sales team with supplies, events, and on-site needs
- » Supported sales and marketing team in the field during events in our communities

References

Karyn Goertz

Director of Marketing, TriPointe Homes

281.675.3226
karyn.goertz@tripointehomes.com

Rhoda Davignon

SR VP of Community Experience, TriPointe Homes

281.675.3243
rhoda.davignon@tripointehomes.com

Scan to view my portfolio site!

