



ASHLEY THURSTON CURRY

Brand and Design Leader

814.553.1570

ashley@athurstoncurry.com

athurstoncurry.com

Skills

Advertising
Art Direction
Brand Development
Budgeting
Client Relations
Concept Development
Creative Direction
Digital & Print Design
Naming
Presentation Skills
Project Management
Team Management

Tools

Adobe Creative Cloud
Figma
Asana
Microsoft Office
Keynote
Google Workspace
Slack

Education

Kutztown University
of Pennsylvania
August 2001 - May 2005

Bachelor of Fine Arts:
Communication Design
Minor: Advertising

**References Available
Upon Request**

EXPERIENCE

HMP Global

Associate Creative Director | Present

Lead the oncology design team for an omnichannel leader in healthcare events and education, with a mission to improve patient care.

- Responsible for setting the creative vision for a portfolio of 8 oncology brands, while maintaining all assets — from brand guidelines to daily deliverables.
- Collaborate with design leadership, marketing, and project management to set priorities, develop design schedules, and build processes that allow the team to deliver the highest quality work.

AccuWeather

Senior Director, Brand & Design Operations | January 2013 - August 2023

Led the brand and creative services team for AccuWeather — a global brand that reaches 1.5 billion people in 239 countries and territories:

- Recruited, managed and mentored a dynamic 10 person team comprised of design, project management, copywriting, and motion professionals, completing 400+ projects per year.
- Worked cross-functionally with Product, TV Network, Business Development, Marketing, Social, and Corporate Communications to develop successful campaigns that boosted AccuWeather's brand presence making it the largest and fastest growing global weather brand.
- Established a comprehensive brand library and guidelines, improving workflow efficiency by 35% and allowing 100% budget adherence.

Spearheaded an AccuWeather rebrand in 2019:

- Led agency collaboration with in-house teams to deliver a refreshed logo, proprietary typeface, sonic branding, updated color palettes, and a new visual system, resulting in a 20% increase in brand recognition and customer engagement.
- Refreshed 1,000+ assets, defined and executed the launch plan, and led internal communications to ensure company-wide adoption.

Developed and implemented creative strategies to achieve corporate goals:

- Collaborated with the Product Design team to redesign the AccuWeather app, providing a unified user experience to AccuWeather's 10 million unique weekly users on iOS and Android.
- Partnered with the Product team to launch the app's subscription services, Premium and Premium+, generating over \$1 million in new revenue the first year.
- Collaborated with the AccuWeather Television Network, available in 31+ million homes nationwide, to reimagine the broadcast visual system and ensure clear, life-saving weather information is available.

20nine

Art Director | September 2008 - January 2013

Helped lead the creative team at a award-winning Philadelphia branding agency:

- Drove the creative process of research, design exploration, concept development, and execution.
- Created logo ideation, identity systems, corporate websites, print products and advertising.
- Presented creative concepts to clients and managed client expectations throughout the workflow.
- Collaborated with developers, copywriters, photographers, videographers, and illustrators.
- Managed vendor relations, scheduled press checks, and directed photo shoots/video shoots.

3601 Creative Group

Graphic Designer | May 2005 - September 2008

Lead designer for the Philadelphia Flyers