


# AD

## CAPRICE

ART DIRECTION



### CONTACT

 (317) 205-7977

 ashia.sabbath@gmail.com

 capriceartdirection.com

### EDUCATION

Bachelors of Fine Arts:  
Graphic Design

Columbia College Chicago  
2010 - 2014

### EXPERTISE

Adobe Photoshop  
Adobe Illustrator  
Adobe After Effects  
Premiere Pro  
Adobe XD  
Figma  
Email Marketing  
Digital Banners (+OLV, CTV)

### AWARD

2023 Epsilon  
High Performer Award

In recognition of your  
performance that contributed  
to Epsilon's strong  
achievement.

### HOBBIES



## SUMMARY

Hi, I'm Ashia Caprice Sabbath, a Southern California native now living in Chicago. As an art director, I'm always eager to collaborate with like-minded creatives who share my passion for pushing the boundaries of innovation. I'm inspired by everything around me—fashion, music, beauty, fabrics, textures, and more. Art and design have always been my first love, my passion, and my primary means of self-expression. I'm incredibly grateful for the opportunity to live out my dreams and desires as a creative every day.

## ART DIRECTOR 2

Epsilon | Chicago, IL | 2021 - Present

- Collaborated closely with creative directors, copywriters, client services, and strategy teams to align email campaigns with brand and marketing objectives.
- Prepared and delivered weekly client-facing presentations to showcase upcoming campaigns.
- Led presentations for clients seeking audits of their current email designs, offering reimagined creative solutions while adhering to Email Best Practices.
- Created and conceptualized digital banners, online videos, and connected TV content.

## FREELANCE ART DIRECTOR

Caprice Art Direction | Chicago, IL | 2020 - Present

- Collaborated on branding and logo design projects, primarily for Black-owned businesses. I've created logos for small businesses across Chicago, New York, St. Louis, and Arizona, spanning various industries including restaurants, photographers, realtors, lawyers, and a doula business.

## GRAPHIC DESIGNER

Authentic Campaigns | Chicago, IL | 2020 - 2021

- Collaborated with the Creative Director and departmental client leads to produce final deliverables and mockups for client requests.
- Designed digital advertisements, email graphics, and social media assets aimed at maximizing engagement and fundraising performance.
- Developed video campaigns for the Democratic Party.
- Led rebranding efforts for political campaigns, including those for Hakeem Jeffries, Jon Ossoff, and Raphael Warnock.

## GRAPHIC DESIGNER

Behindthechair.com | Chicago, IL | 2019 - 2020

- Developed social media campaigns, including Instagram posts, Instagram Stories, and Facebook Lives, for top salon brands such as TIGI, Redken, Matrix, Lanza, and Paul Mitchell.
- Designed website banner ads and email blasts for eCommerce and show marketing.
- Created digital assets for BTCUniversity.com.
- Led the creation, development, and maintenance of the yearly hair shows.

## GRAPHIC DESIGNER

IRIS USA, Inc. | Surprise, Arizona | 2016 - 2019

- Served as Lead Designer for promotional web banners and emails on the company website and social media platforms.
- Managed label design for general sales and customer-specific stores, including Michaels, The Container Store, and Joann's Fabric, ensuring adherence to brand guidelines.
- Collaborated with in-house and external printing vendors for label production.
- Designed packaging for new small appliance products.