

Ashley Panka

SENIOR DESIGNER

I bring 8+ years of experience building consumer brands across campaigns, e-commerce, social, retail and more. I pair hands-on design craft with big-picture creative thinking, taking ideas from early concept through execution, while collaborating with cross-functional teams. Most recently, I helped Physician's Choice evolve throughout a period of rapid growth from roughly \$50M to \$250M in annual revenue.

CORE SKILLS

Brand Design • Creative Direction • Integrated Campaigns • Art Direction • E-commerce & Retail • Paid & Organic Social • Photography & Video Direction • Brand Systems • AI-Assisted Creative • Cross-Functional Collaboration

EXPERIENCE

Senior Graphic Designer

Physician's Choice | October 2024-May 2026

- Led creative for integrated product launches and campaigns across e-commerce, social, paid media, email, retail and OOH.
- Helped evolve and scale the Physician's Choice brand during growth from roughly \$50M to \$250M in annual revenue.
- Led creative for major brand moments including Prime Day, TikTok Shop Super Brand Day and Times Square OOH, translating campaign concepts across digital and physical touchpoints.
- Built and evolved the visual system for the brand across Amazon, DTC, social, creator and retail channels.
- Directed photography, video and 3D production, developing concepts and briefs and guiding external creative partners through final delivery.
- Partnered with marketing and e-commerce teams to develop and test performance creative, using consumer insights, results and AI-assisted workflows to rapidly iterate.
- Mentored and onboarded creative hires while remaining hands-on across concept development, design and production.

Digital Graphic Designer

Physician's Choice | May 2020-October 2024

- Designed multi-channel creative across digital, social, e-commerce, email, and print.
- Created campaign and launch assets while maintaining brand consistency.
- Partnered with external photography teams and provided onsite art direction.
- Collaborated with marketing partners from concept through final production.

Visual Designer I

Eastbay | October 2018-October 2019

- Designed multi-channel campaign assets across digital, print, retail, and seasonal marketing initiatives.
- Collaborated cross-functionally with marketing and merchandising teams on campaigns and Eastbay Look Book production.

CONTACT

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WORK

ashleypanka.com

EDUCATION

BFA - Graphic Design

University of Wisconsin-Stevens Point
2014-2018

SOFTWARE

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Figma
- Microsoft PowerPoint
- Microsoft Office
- Wrike
- Bynder
- Trello