

Ashley Panka

SENIOR DESIGNER

I help grow and scale wellness brands from the ground up through creative campaigns and brand storytelling across major e-commerce platforms. I specialize in balancing performance-driven creative with brand storytelling that builds engagement, customer trust, and long-term growth.

CORE SKILLS

E-commerce Design • Campaign Systems • Performance Marketing • Paid Social • Amazon A+ Content
• Packaging Design • Art Direction • Brand Systems • Creative Operations • Cross-Functional Collaboration

EXPERIENCE

Senior Graphic Designer

Physician's Choice | October 2024–May 2026

- Led multi-channel e-commerce and campaign creative across Amazon, TikTok Shop, paid social, email, and digital retail touchpoints
- Directed campaign execution for major retail moments including Prime Day and Super Brand Day, translating marketing objectives into high-performing visual assets
- Supported scalable creative systems and cross-channel campaign execution during rapid company growth from ~\$50M to ~\$250M in annual revenue
- Directed external creative partners including agencies, photographers, and 3D artists to maintain alignment with brand standards and campaign goals
- Helped implement a major brand refresh across packaging and digital channels, ensuring a cohesive visual identity throughout product launches and customer touchpoints.

Digital Graphic Designer

Physician's Choice | May 2020–October 2024

- Collaborated with the Creative Team to execute e-commerce and digital assets across product portfolio and campaigns
- Designed Amazon listing imagery, retail assets, and social launch creative supporting product storytelling and go-to-market launches.
- Partnered with external photography teams and provided onsite art direction during photoshoots to ensure alignment with brand vision

Visual Designer I

Eastbay | October 2018–October 2019

- Designed multi-channel campaign assets across digital, print, and retail marketing initiatives
- Collaborated cross-functionally with marketing and merchandising teams on seasonal 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

- Figma
- Adobe Creative Suite
- Wrike
- Amazon Seller Central
- TikTok Seller Center
- Trello
- Bynder
- Klaviyo
- Replo