

ASHLEY THURSTON CURRY

Brand and Design Leader

State College, PA

814.553.1570

ashley@athurstoncurry.com

athurstoncurry.com

EXPERIENCE

HMP Global

Senior Creative Director | January 2024 - Present

Lead an eight person in-house design team for an omnichannel leader in healthcare events and education, with a mission to improve patient care.

- Set creative strategy and standards to align brand storytelling with revenue goals and marketing priorities.
- Increase throughput by implementing prioritization frameworks, capacity planning, and streamlined intake processes.
- Operationalize creative production and create process improvements through scalable systems, including templating, AI integration, and self-service platforms to drive efficiency and output.
- Partner with executive leadership on org design, hiring plans, and capability roadmap to support growth.

AccuWeather

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

Led global brand and creative operations for a 1.5B-user organization in a multi-brand environment.

- Built and coached a multidisciplinary team (design, copy, motion, PM) delivering 400+ projects annually, enabled by scalable systems, team structure, and workflow optimization.
- Helped lead a global rebrand driving +15% lift in brand recognition and engagement.
- Orchestrated cross-functional alignment with Product, Marketing, and Media to deliver integrated, omnichannel marketing campaigns.
- Partnered with product to redesign the mobile app (200M+ monthly digital users), improving UX and brand cohesion.
- Supported the launch of subscription offerings (Premium/Premium+), generating \$1M+ in year-one revenue.

20nine

Art Director | September 2008 - January 2013

Directed branding and integrated campaigns from concept through execution across digital and print.

- Translated client objectives into clear, differentiated brand systems and visual narratives.
- Led client presentations and managed cross-functional collaboration with developers, copywriters, and production vendors.

Creative executive with 20 years of experience leading global brand and design at scale. Expert in omnichannel storytelling, creative operations, and design systems that drive efficiency and ROI.

CAPABILITIES

Creative Direction
Brand Strategy
Design Operations
Omnichannel Campaigns
Cross-Functional Leadership
UX/UI & Product Partnership
Workflow Optimization
AI & Design Systems
Vendor Management
Stakeholder Management
Budget Ownership
Resource Planning

SKILLS

Adobe Creative Cloud
Figma
Asana
Hive
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**