



🌐 <https://sieraashleigh.com>

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📍 W. Cary St., Richmond, VA

Siera Fountain

Passionate multimedia designer dedicated to crafting compelling narratives that bring brands and products to life. Skilled in managing the entire lifecycle of brand and product development—from concept and creation to marketing and launch. Thrives in collaborative team environments, combining artistic expertise and human-centered design to elevate brands and foster meaningful connections between consumers and businesses.

Awards & Accolades

Outstanding Collaboration (09/2024)

NASA x da Vinci Center for Innovation, RVATech Gala Awaeds

- Recognized for contributing to an interdisciplinary team, enhancing collaboration between NASA and VCU's da Vinci Center.

Demo Day Investment Recipient (04/2024)

VCU da Vinci Center for Innovation

- Awarded a \$3,000 investment during a pitch competition for CMPLX XP, showcasing innovation and market potential.

Language/Cultural Learning Fellow (07/2024)

VCU da Vinci Center Fellowship

- Awarded a \$10,000 stipend to conduct research and study on a proposed topic related to language and cultural learning, thus propelling Beneath the Surface.

Robert R. Barber Endowment Fund (06/2023)

American Marketing Association Richmond Chapter

- Awarded 1st place, earning a scholarship and annual membership to AMA Richmond for excellence in marketing and leadership.

Personal Projects

Beneath the Surface (07/2024 - Present)

Founder, Developer, & Art Director

- Designed a cohesive visual voice and aesthetic across multiple platforms ensuring brand consistency.
- Conducted competitor research to identify opportunities for differentiation and address unmet user needs
- Hosted and interviewed guests, crafting a cohesive narrative for each episode of the accompanying podcast.
- Recorded and edited podcast episodes to deepen user connection and foster learning.

Shadow of the Abyss (01/2024 - Present)

Co-Founder & Art Director

- Co-developed the narrative and mechanics for the inaugural board game.
- Pioneered the game's visual voice and aesthetic through detailed concept art.
- Built connections within the gaming industry by networking via social media and in-person events.
- Prototyped and refined the game through iterative design and user feedback integration.

Experience

Designer (10/2023 - Present)

Siera Ashleigh LLC, Richmond, VA

- Partnered with local businesses to create cohesive visual identities that enhanced user experience and brand consistency.
- Maintained streamlined communication with clients through regular meetings, ensuring alignment on project goals and expectations.
- Delivered projects on schedule by leveraging strong time management and multitasking skills.
- Drafted comprehensive client contracts and detailed invoices, clearly itemizing services, pricing, and deliverables.

Adjunct Design Instructor (12/2023 - Present)

Virginia Commonwealth University, Richmond, VA

- Primary instructor for Adobe Creative Cloud and Creativity courses; co-instructor for Figma and Art Principles classes.
- Designed and implemented course curriculums to optimize learning outcomes through engaging projects and assignments.
- Led interactive in-class activities, including Adobe Creative Cloud tutorials and student-led discussions.
- Managed administrative responsibilities such as grading, scheduling, and timely communication with students.

Social Media Management (06/2024 - 08/2024)

European Innovation Academy, Porto, Portugal

- Filmed and edited dynamic video content for Instagram and TikTok using Adobe Premiere Pro and CapCut.
- Created engaging digital assets using Adobe Illustrator and Canva, aligned with brand objectives.
- Collaborated with the marketing team to develop and execute content strategies adhering to the content calendar.
- Enhanced accessibility and inclusivity by captioning video content.

Design & Facilitation Collaborator (03/2023, 03/2024)

NASA Langley Research Center, Hampton, VA

- Designed a 3D exploded diagram animation showcasing the Multilayered Fire Protection System.
- Played a key role in defining design goals and strategies with the creative team.
- Presented technical and design solutions to NASA Langley stakeholders, communicating technical and design details.
- Supported NASA and da Vinci Center team as a liaison for marketing, logistics, and Patent Mining Workshop facilitation for 50+ participants.

Education

Master of Product Innovation (05/2023 - 12/2024)

VCU da Vinci Center for Innovation, Richmond, VA