

Ashley Reinhard

Artist | Photographer | Visual Designer

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Artistic Focus

Ashley Reinhard is a multidisciplinary artist working in photography, drawing, painting, and fiber arts, with a primary focus on landscapes, plant life, and night sky imagery. Her work emphasizes intentional observation, using light, texture, and scale to encourage a slower, more attentive engagement with place. Her practice is shaped by a background in graphic design and visual communication, with an emphasis on clarity, accessibility, and storytelling.

Education

Bachelor of Fine Arts (BFA), Graphic & Interactive Design | Minor in Art History

Tyler School of Art, Temple University — Philadelphia, PA | 2009

Additional coursework in painting, printmaking, and weaving

Selected Exhibitions

Temple Rome Student Exhibition (Drawing & Painting)

Temple University, Rome, Italy | June 2012

Bird's Eye View Protective Window Film Exhibition

(Digital Design)

Tyler School of Art, Philadelphia, PA | January 2012

Junior Restaurant Identity Show (Packaging Design)

with Custom Illustration

Tyler School of Art, Philadelphia, PA | October 2011

Awards & Recognition

Editor's Choice (2nd Place) & Crowd Favorite (Top 10)

New Joiners: Landscapes #801

PhotoCrowd Photography Competition | August 2024

Selected work: Moody Tybee Sunrise

Teaching & Public Engagement Experience

- One-on-one instruction for clients in WordPress website management and digital tools
- Informal mentoring and peer instruction in Adobe Photoshop and Premiere Pro
- Former lifeguard and swim instructor (2009–2014), providing group and individual instruction
- Experience translating technical concepts into accessible, confidence-building learning experiences

Selected Artistic & Collaborative Projects

Designer / Layout Artist supporting authors and illustrators in children's book production

- The Giving Jar — Lisa A. Werley | 2016
- Parker's Dinosaur Smile — Lisa A. Werley | 2017
- M Is for Mommy, Not Maid — Lisa A. Werley | 2019
- Money Smart Kids, Tweens, and Teens — Lisa A. Werley | 2020
- Henri's Home — Kim Kluxen Meredith | 2020
- Henri Returns — Kim Kluxen Meredith | 2021
- Henri's Home: The Coloring Book — Kim Kluxen Meredith | 2021
- Heidi Saves the Day — Kim Kluxen Meredith | 2023
- The Lady and the Mouse — Kim Kluxen Meredith | 2025
- Walk with Me — Alyssa Maddalena | 2025

Role included layout design, visual consistency, print-ready formatting, and collaboration to support storytelling for young audiences.

Skills

- Photography (landscape, night sky, nature)
 - Adobe Lightroom & Photoshop
 - Drawing (pencil, pastel, charcoal)
 - Painting (acrylic and watercolor landscapes)
 - Fiber Arts (embroidery, cross stitch)
 - Graphic & Layout Design (print and digital)
 - Visual storytelling & accessibility-conscious design
 - Workshop facilitation and individual instruction
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Additional Creative & Professional Experience

Senior Full Stack Web Designer — InetSolution | 2021–Present

Design and development of accessible, user-centered websites; creation of visual systems and educational client resources.

Web Designer / Developer — Meris, Inc. | 2015–2021

Custom WordPress design, SEO optimization, and client training.

Web Designer & Digital Content Creator — Sorrelli Jewelry | 2013–2015

Website management, digital campaigns, mobile redesigns, and photoshoot assistance.