



CONTACT

ashleewdesign@gmail.com
ashleewdesign.com

EDUCATION

OLD DOMINION UNIVERSITY
NORFOLK, VA
B.F.A. in Graphic Design

SOFTWARE

Adobe Creative Cloud Suite
Microsoft Office Suite
Figma

SKILLS

Research
Letterpress
Figma
Branding
Communication
Basic Motion Design
Photography
Time Management
Customer Service Relations

AWARDS

**GLITCH NAT'L STUDENT
DESIGN COMPETITION 2020**
Room to Read, Best in Illustration

**AIGA SPARK 2020 "YOUR
2020 REWIND"**
Reflection, Honorable Mention

MEMBERSHIP

AIGA Old Dominion University
AIGA Hampton Roads

DESIGN EXPERIENCE

GOLIN ♦ GRAPHIC DESIGN INTERN

CHICAGO, IL/REMOTE | JAN 2023 – JUNE 2023

- Designed deliverables that adhered to the brand guidelines associated to each client such as McDonald's, Johnson&Johnson and Conagra.
- Collaborated with multiple teams to create compelling presentations for campaigns.
- Adapted to non-design programs such as PowerPoint and designed brand cohesive layouts that occasionally included easy to read data visualization graphs.
- Designed mockups for slides that aided in the storytelling of presentations.
- Worked on a diverse range of projects, some of which required quick turnovers.

FREELANCE GRAPHIC DESIGNER

WOODBRIDGE, VA & NORFOLK, VA | AUG 2019 – PRESENT

- Freelance design work included: brand identity, logo, posters, merch design, advertising and marketing, flyers and vector illustrations.

SMITH FAMILY REUNION T-SHIRT DESIGN ♦ ILLUSTRATION

WOODBRIDGE, VA | DEC 2021 – JAN 2022

- Designed an illustration for a family's reunion.
- Conducted meetings to maintain quality control of the illustration.
- Communicative collaboration generated satisfying results.

SINCERELY MAGAZINE VOL. 8 ♦ EDITORIAL

NORFOLK, VA | FEB 2020 – MAY 2020

- Led the creative direction of the magazine.
- Created stylized illustrations for each story and poem within the magazine.
- Typeset each story and poem.
- Established flexible communication during a rapidly changing time.

ODU FOOTBALL ATHLETICS DEPARTMENT ♦ WEB DESIGN INTERN

NORFOLK, VA | JAN 2020 – MAR 2020

- Collaborated on designs with the head of athletics department on advertisements for upcoming events on social media.
- Assisted in the growth of the athletics department's social media footprint.
- Revised the layout of the athletic department's website with the head of the athletics department to improve website's usage.

DESIGN PROJECTS

MIIRIYA CASE STUDY ♦ UI/UX DESIGN

WOODBRIDGE, VA | APR 2022 – JUNE 2022

- Miiriya is an app that elevates black-owned businesses and functions like Amazon.
- Designed a new perspective on how to navigate Miiriya.
- Created a user flow, wire frames and a prototype from data collected through surveys.
- Used Figma and Adobe Illustrator.