



Ashley Cheou

Graphic Designer

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Experience

Spigen Inc, Irvine, CA

Graphic Designer May 2020 – July 2021

Worked with 3D renders of the company's tech accessories to produce advertising graphics across all sales and marketing channels. Designed user experience and visual design for landing pages, information graphics for Amazon, and retouched images. Maintained core brand attributes while implementing new design strategies for product launches.

Flexfit LLC, Brea, CA

Graphic Design Intern January 2020 – March 2020

Photographed and photoshopped hats for the hat company's Instagram account. Color corrected hats for the brand's website and created search banner graphics for Amazon and Google ads.

ArtCenter College of Design, Pasadena, CA

Orientation Leader August 2017

Assisted incoming students, helped them navigate the campus and introduced the many resources available to them.

Teacher's Assistant for Typography 1 and 2 classes

January 2017 – December 2018,

September 2019 – December 2019

Assisted Chesley Nassney's and Allison Goodman's graphic design, transportation design, and illustration design students with technical issues. Critiqued their use of typography, composition, and color.

Green Zone, San Gabriel, CA

Server and Cashier August 2015 – December 2018

Welcomed guests, familiarized customers with the menu, fulfilled food and drink orders, and managed the register.

BRC Imagination Arts, Burbank, CA

Graphic Design Intern June 2015 – August 2015

Created mood boards to be used in creative brief meetings for the design team. Organized brand content to inspire and communicate concepts for client meetings.

Education

ArtCenter College of Design, Pasadena, CA

Bachelor of Fine Arts, Graphic Design

January 2016 – December 2021

Focused coursework at ArtCenter

City of Santa Monica

January 2017 – April 2017

Sponsored project to integrate data from a Rand Corporation citywide survey exploring the concept of the wellbeing of a city. Worked in a transdisciplinary team to create on-site community experiences to communicate the data from the survey to citizens and create a better sense of belonging with local businesses and the community.

Recognition

ArtCenter College of Design Provost's List

Fall 2016, Summer 2018, Spring 2019, Fall 2019

Hoffmitz Milken Center for Typography Gallery

January 2019 – April 2019

Grotesk Sans Serif (font)

ArtCenter Student Gallery

May 2016 – August 2016

1920s pattern inspired by paper clips.

Skills

Proficient in: Photoshop, InDesign, Illustrator, XD, Figma, Acrobat, Glyphs, Keynote, Pages, Microsoft Office, Google Suite

Familiar with: Processing, HTML, MadMapper, Spark AR

Miscellaneous: Calligraphy, hand lettering, vectoring, laser cutting, letterpress