

Ashley Pieren

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youfoundashley.com

EXPERIENCE

HUB Collective
Graphic Designer
January 2012 - Present

Worked closely with a tight-knit team of designers on a variety of projects ranging from branding and identity work for local businesses to high visibility national and international campaigns for large corporations. Additionally responsible for concept and design of retail windows, environmental graphics, packaging, manuals and event creative. Helped coordinate and execute large volumes of work with quick turnaround and high standards of quality for final product. Experienced with presenting to clients and effectively communicating the intent and meaning of visual concepts. Spent time lending guidance, support and direction to junior designers.

CLIENTS: Nike [Basketball, Brand, Digital Sport, Emerging Markets, Golf, NA DTC, Running, SPARQ, Young Athletes] Columbia Sportswear, KEEN, International Museum of Women, Children's Cancer Association

Nike Inc.
Graphic Designer
Nike Factory Stores
July 2010 - December 2011

Designed monthly retail initiatives and various marketing materials for Nike Factory Stores of North America. Executed and managed direction from Senior Designers, Product Presentation team, Marketing Specialists, and various external vendors. Utilized positive energy, focus, and self-motivation to achieve success. Produced innovative prototypes and concepts that effectively communicate Nike's brand and story for in-store 3-D environmental applications. Independently completed challenging projects to elevate vision and goals. Collaborated on development and creation of innovative design solutions that reflect Nike's design ethos and enhance the consumer experience.

MAXIM AWARD: Nike Is A Company.

2011 VRN FALL OUTLET AWARDS: Outlet Retail Award: Best Visual Presentation

YouFoundAshley Freelance
Graphic Designer & Owner
Independent Design Contractor
June 2009 - Present

Projects spanned a variety of media, from packaging, branding, advertising, to user interface and iPhone application design.

CLIENTS: Nike Inc, Nike Golf, Geologie, NewKinetix, Portland Equity Foundation, Enfanta.com, Rebecca Badger Marketing, and Greenlayer Sports.

Studio Geologie
Design Intern-Junior Designer
March 2008 - June 2009

Worked closely with the Creative Director and other associate designers and partners to develop branding strategies, identities, print media, retail design and web sites for a variety of local and large scale initiatives. Gained real world experience in a small, fast paced, competitive studio environment.

Studio 208
Student Designer
Sept. 2008 - June 2009

One of ten students competitively selected to be a member of an exclusive, client based studio class offered at OSU. A professional studio class that works on print and web projects for non-profit clients within OSU and the greater Willamette Valley community. Production included many different identity and branding systems, publications, web sites, and print work. Gained experience in communicating with clients and understanding their needs as well as working in a high-energy, collaborative setting.

Oregon State Athletics
Design & Sports
Marketing Intern
Sept 2007 - June 2008

Worked on many print based projects including posters, flyers and media guide covers designed for an established identity and branding system. Developed logos and identities for organizations affiliated with Oregon State Athletics. Dealt with and initiated tasks to meet tight, important deadlines. Gained experience in the marketing and business aspect of design.

EDUCATION

OREGON STATE UNIVERSITY

Bachelor of Fine Arts in Graphic Design,
Class of 2009

GRADUATED WITH DISTINCTION CERTIFICATE

June 2009

TEACHER'S ASSISTANT:

Introduction to Graphic Design

SKILLS

STRENGTHS

Photoshoot art direction
Conceptual group brainstorming
Implementation of existing visuals
Presenting creative to clients
Organization & timeliness
Innovation & teamwork

SOFTWARE

Adobe Creative Suite 6
Adobe AfterEffects
Adobe Premiere
Microsoft Office
Basic HTML/CSS

CRAFT

Bookbinding
Sewing
Silk screening
Lithography
Photography
Letterpress

INTERESTS

Coffee
Upholstery
Conan O'Brien
Thai Food
Microbrews
Trampoline
Baking
Indoor Soccer

MY TEAMS

Portland Timbers
Trail Blazers
Oregon State Beavers