

ASHLEY PIEREN

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youfoundashley.com

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

EXPERIENCE

Nike Inc.
CONTRACT WITH FILTER
Graphic Designer
Nike Factory Stores
July 2010 - Present

Designs monthly retail initiatives and various marketing materials for Nike Factory Stores of North America. Executes and manages direction from Senior Designer, Product Presentation team, Marketing Specialist, and various external vendors. Utilizes positive energy, focus, and self-motivation to achieve success. Produces innovative prototypes and concepts that effectively communicate Nike's brand and story for in-store 3-D environmental applications. Independently able to complete challenging individual projects to elevate vision and goals. Collaborates 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

Built a strong client base of: Nike Inc, Nike Golf, Geologie, NewKinetix, Portland Equity Foundation, Enfanta.com, Rebecca Badger Marketing, and Greenlayer Sports. Projects spanning a variety of media, from packaging, branding, advertising, to user interface and iPhone app design.

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 and 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.

SKILLS

STRENGTHS

Photoshoot art direction
Conceptual group brainstorming
Implementation of existing visuals
Presentations of creative
Organization & Timeliness
Innovation & Teamwork

SOFTWARE

Adobe CS4
Adobe AfterEffects
Adobe Premiere
Microsoft Office
Basic XHTML/CSS

CRAFT

Bookbinding
Sewing
Silk screening
Lithography
Photography
Letterpress

INTERESTS

Coffee
Conan O'Brien
Thai Cuisine
Microbrews
Tramplining
Baking
Indoor Soccer

MY TEAMS

Portland Timbers
Trail Blazers
Oregon State Beavers