



# ashley gómez

graphic designer



ashleygomez.co



ashleyg.rdesign@gmail.com



678 702 2251

## Education

### Graphic Design, BFA

Georgia State University

Cum Laude

May 2023

## Software Skills

Microsoft Office  
Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Adobe XD  
Adobe Bridge  
Adobe Lightroom  
Camera Raw  
Figma

## Project Skills

Logo Design  
Brand Identity  
Editorial Design  
Product Packaging Design  
Advertisement Design  
UX/UI Design  
Stationery Design  
Mobile & Web Design  
Social Media Content  
Environmental Graphics  
Typography  
Infographics

## Creative Skills

Photography (Canon DSLR)  
Illustration  
Motion Graphics  
Video Editing

## Languages

English: C1 (Advanced)  
Spanish: B1 (Intermediate)  
French: A1 (Beginner)

## Experience

### Freelance, Remote - Digital Designer

07/2020 – Present

- Initiating client consultations to gather project requirements and objectives.
- Presenting concepts to clients, incorporating feedback and guidelines.
- Designed custom logos, business cards, stationery, and signage for businesses and weddings, capturing their visual identity.

### Inchin's Bamboo Garden, Alpharetta, GA - In-House Graphic Designer

04/2024 – 12/2024

- Develop design concepts for 30+ franchisees, maintaining consistent quality and adhering to brand guidelines and creative direction.
- Manage branding for Inchin's Indian Kitchen and Wok, sister companies.
- Create promotional assets for events and franchisee promotions to drive sales.
- Design and implement POS, exterior, and digital signage for the franchise locations, enhancing in-store customer experiences.
- Deliver top-tier brand development and solutions in a fast-paced environment.
- Apply illustration, color theory, and typography in versatile art development.
- Boost task completion rate by 15% with efficient use of Monday Work OS.
- Manage food photoshoots for incorporation into designs and social media.
- Create animated graphics for Mailchimp ads using Adobe After Effects.
- Edit videos for new product ads and updates using Adobe Premiere Pro.
- Coordinate with vendors for printing to ensure high-quality graphics output.
- Collaborate with manager and colleagues to create print and digital graphics.
- Organize and manage files, assets, and resources for efficient workflow.
- Prepare files for production, including resizing existing assets.
- Implement feedback and make necessary design revisions.

### QuikTrip, Suwanee, GA - Part-Time Clerk

06/2021 – 04/2024

- Collaborated with the store team to meet daily task goals; adaptable and self-motivated.

### Eyedrum, Atlanta, GA - Digital Design Intern

05/2023 – 10/2023

- Designed and developed graphics for print and digital use, including wall vinyl, event flyers, tickets, and logos, using Adobe Illustrator and Photoshop.
- Worked with the chairman to implement cohesive designs and effective marketing strategies.

### ArteLatAm, Brooklyn, NY - Graphic Designer and Social Media Marketing Intern

01/2021 - 05/2021

- Designed digital magazines, event flyers, social media graphics, and motion graphics for holidays, exhibition openings, artist talks, and special events.
- Conducted market research to identify industry trends and opportunities.
- Scheduled social media content across various platforms using Hootsuite.
- Collaborated with art directors and clients to ensure design consistency.
- Learned, developed, and implemented social media marketing strategies to enhance brand visibility and engagement.