

# ashlee cruz

Ashlee Cruz

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## EDUCATION

**Savannah College of Art and Design**  
BFA Fashion Marketing and Management

## WORK EXPERIENCE

### **Rockets of Awesome.**

*Digital Designer*  
APR 2019 to Current

Creating rebranded assets both for digital (emails, paid media, website assets, photo retouching & photography) and print (pop-up store design and collateral, OOH). Worked on stills and motion media.

### **Space Brands Ltd. / SpaceNK.**

*Associate Graphic Designer & Photographer*  
APR 2018 to APR 2019

Rebranding Lipstick Queen, Kevyn Aucoin, and Eve Lom via digital marketing, packaging, social media, art direction, and content production.

### **Glossier.**

*Design Assistant*  
JUN 2017 to MAR 2018

Assisted the creative, marketing, and logistic teams in new product campaigns and pop-up launches.

Digital asset manager for the Solution campaign + created new product DTOs + creative contract management + showroom visual displays for every product launch + vendor management for Merch + assistant to the CD

### **Briogeo.**

**Eva NYC.**

**Pietra.**

**Masse.**

*Freelance Design & Photo*

### **Club Monaco.**

*Visual Merchandising Associate*  
NOV 2015 to MAY 2017

### **Girlapproved**

*Graphic Designer + Assistant to the CEO, New York NY*  
JUN 2011 to JUN 2013

### **American Apparel**

*Sales and Backstock Associate, Paramus NJ*  
OCT 2011 to AUG 2012

## DESIGN SKILLS

Strategic Branding  
Email & Web Design  
Editorial Design  
Graphic Design (digital + print)  
Packaging Design  
Market Trend Research  
Technical Design  
Fashion + Set Styling  
Photography  
Video Editing  
Visual Merchandising

## PROFESSIONAL SKILLS

Still Life & Portrait Photography  
Project Management  
Art Direction  
Pre & Post Production  
Retouching and Editing  
Copywriting  
Motion Media  
Videography

## SOFTWARE

Adobe After Effects  
Adobe Photoshop  
Adobe Indesign  
Adobe Illustrator  
Adobe Lightroom  
Adobe Premiere  
Sketch  
Contentful  
Microsoft Office