



**AVA GRIDLEY  
DESIGN**

As a graphic designer with a specialization in packaging, I am eager to contribute my diverse experiences in design, fashion, and social media towards a creative role within your company.

## EDUCATION

### FASHION INSTITUTE OF TECHNOLOGY

School of Art & Design

### COMMUNICATION DESIGN AAS - May 2020

### PACKAGING DESIGN BFA - May 2022 with honors

## SKILLS

#### + GRAPHIC DESIGN

Adobe Creative Suite: Illustrator, Photoshop, InDesign, Lightroom  
Color, Typography, Logo Design, Brand Guidelines

#### + PACKAGING

CPG, Digital Prepress & Print, Dielines, Brand Extension

#### + TREND FORECASTING

Social Listening, Trends Analysis, Consumer Insights, Platform & Positioning, Strategy

## EXPERIENCE

### FREELANCE

PHIKA | January 2023

- + Extensive research on consumer insights, future trends and color stories for '23 and '24.
- + Worked with founder to build brand platform and pitch deck for investors.

### GRAPHIC DESIGN INTERNSHIP

BATSHEVA | January 2022 - May 2022

- + Created digital and print assets in collaboration with the online business manager.
- + Produced engaging presentation decks that effectively conveyed key messages to the team.
- + Was afforded the opportunity to present an original pitch to the business owner.

### SOCIAL MEDIA MANAGER

Personal Brand, Even Keel | 2016 - Present

- + Cultivated a significant online presence with 1.8M TikTok likes, 4M YouTube views.
- + Grew 100K followers; adept at content creation and brand management.
- + Demonstrated expertise in content creation, editing, and effective brand management.

### PRODUCT RESEARCH

Brandy Melville | October 2018 - March 2020

- + Conducted comprehensive research to identify emerging trends within the consumer base.
- + Analyzed website functionality and developed mockups to enhance UI.
- + Successfully promoted products through Instagram (3.4M reach).

## CONTACT

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BASED IN  
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