



## ASHLEY VAN WELL

Graphic Designer

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## EDUCATION

South Dakota State University (SDSU)  
BS in Graphic Design  
Minor in Studio Arts  
August 2012-December 2016

## CLIENT EXPERIENCE

### Branding

Rich Normality, Brookings, SD

In my Identity Systems class, I worked with the Interior Design Department at SDSU to create a brand identity for a piece of their educational furniture called the Flexnest.

### Branding

South Dakota National History Day, Brookings, SD

In my Identity Systems class, I worked with Jessica Burke at the SD Agricultural Heritage Museum to create a brand identity for their educational event called National History Day.

### User Experience/Interactive Design

SDSU Hilton M. Briggs Library, Brookings, SD

In my second Interactive Design class, I worked with the SDSU library team to improve the user experience of their website and made the changes on my own website that I believed should be made.

### Advertising

Colleges Against Cancer, Brookings, SD

I worked with the Colleges Against Cancer club at SDSU to create a banner and button for their event called Relay for Life.

## WORK EXPERIENCE

### Graphic Designer

BluePrint Design and Print Center, Brookings, SD

At BluePrint, I developed poster, t-stand, interior and exterior banner designs for clubs and organizations on campus. I also helped students or faculty who come in for printing needs and helped the office assistants with any office work or daily tasks.

### Server/Bartender

Ruby Tuesday, Sioux Falls, SD

At Ruby Tuesday, I serve tables by meeting my guest wants and needs. I complete side work at the end of my shift that ensures the restaurant is clean and welcoming for the next shift. While bartending, I am making drinks for other servers tables, as well as, my own and taking to go orders when needed.

## PROFESSIONAL SKILLS

Illustrator  
Dreamweaver  
After Effects

Photoshop  
Mac OSX  
Premiere Pro

InDesign  
HTML+CSS  
Photography