

# ASHLEY WILLIAMS

FRONT-END WEB DEVELOPMENT & GRAPHIC DESIGN

www.ashwillcode.com | (520)-840-5244 | ashwillcode@gmail.com

## CAREER OBJECTIVE

Enthusiastic and detail-oriented front-end developer and graphic designer with a passion for creating engaging, user-friendly digital experiences. With a strong foundation in HTML, CSS, JavaScript, and proficiency in Adobe Creative Suite, I am eager to leverage my technical and creative skills to contribute to innovative projects. I aim to support the optimization and visualization efforts of clients, ensuring their long-term success through effective and aesthetically pleasing solutions. Seeking an opportunity to join a dynamic team where I can continue to grow and apply my expertise in design and front-end development to deliver exceptional results.

## WORK EXPERIENCE

Mar 2022-Present	Owner/Brand Designer   <b>ASHOLE WORLD</b> <ul style="list-style-type: none"><li>Proficient in product design, including crafting intricate patterns for crochet plushies and creating charming chibi-style art transformed into vector images for branding materials.</li><li>Skilled in developing comprehensive branding materials, encompassing style guides, color palettes, font selections, and logo schemes.</li><li>Experienced in designing print materials like business cards, flyers, vendor display items, and stickers to boost brand visibility.</li><li>Knowledgeable in financial planning, conducting cost analysis, and implementing budgeting strategies for fiscal efficiency.</li></ul>
Dec 2023-Feb 2024	Graphic/Package Design Internship   <b>SIGMA</b> <ul style="list-style-type: none"><li>Proficient in package design, emphasizing a delicate balance between creativity and brand consistency using Adobe Creative Suite.</li><li>Diligently adhere to established brand guidelines, ensuring cohesion and integrity across all design elements.</li><li>Collaborate closely with the marketing team to gain insights into the target market and consumer preferences.</li></ul>
Sep 2022-Dec 2022	Graphic Design Internship   <b>SERENDIPIT</b> <ul style="list-style-type: none"><li>Developed email and social media graphics encompassing innovative logo design, branding concepts, print materials (business cards and flyers), and tailored vector graphics for multiple platforms.</li></ul>

## EDUCATION

<b>Bachelor's of Science</b> Graphic Information Technology <b>ARIZONA STATE UNIVERSITY</b> (Expected Graduate Spring 2026)	<b>Web Development Bootcamp</b> <b>CAREERFOUNDRY</b> (Expected Finish August 2024)
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SKILLS	YEARS	
HTML	2	<div></div>
CSS	2	<div></div>
SEO	3	<div></div>
JavaScript	1	<div></div>
Adobe C-Suite	3	<div></div>
Wordpress	3	<div></div>
Figma	1	<div></div>