



**ashlee
cruz**

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EDUCATION

Savannah College of Art & Design
B.F.A. Fashion Marketing & Management

SKILLS

Art Direction
Email + Web Design
Campaign Creation
In-Store Design
Motion Media
Still Life + Portrait Photo
Pre + Post Production
Photo Retouching
Video Editing
Graphic Design
Packaging Design
Print Design
Typography
Prop Styling
Visual Merchandising
Presentation

SOFTWARE

After Effects + Photoshop + InDesign
Illustrator + Lightroom + Premiere
Figma + Contentful + Microsoft Office
Wrike + Asana + Monday

WORK EXPERIENCE

L'Occitane en Provence

Senior Graphic Designer *(Sep 2022 - Current)*

Works closely with the Creative Director, Visual Merchandising, and Marketing to ideate in-store and print campaigns from existing photography or shooting new content with freelance photographers. Campaigns are for 170 stores in North America. Helps the other designers to translate to digital, wholesale, PR, and other mediums.

ELF Beauty

Art Director *(Feb 2022 - Jun 2022)*

Created digital content for ELF's in-house brands- Well People and Keys Soulcare alongside the CD. Headed art direction for still life photography + assisted in direction for on-model shoots. Managed and trained design interns. Edited video and designed for retention and acquisition ads (site, social, email, paid ads).

Plant People

Design Lead *(Mar 2020 - Feb 2022)*

Sole creative of Plant People. Headed design of all digital ecomm, packaging, photography, retouching and production work. Managed freelance designers and photographers. Cross functional heavy, ideated campaigns with the marketing team.

Rockets of Awesome

Digital Designer *(Apr 2019 - Mar 2020)*

Jumped into rebranding the entirety of digital ecomm and in-store experience. Worked 6 months without a creative director to ideate campaigns for emails, paid media, site design, photography, and print (pop-up store, OOH). Worked 5 months closely with a creative director in-house and offsite for photoshoots.

Space Brands (SpaceNK)

Associate Graphic Designer & Photographer *(Mar 2018 - Apr 2019)*

Rebranded SpaceNK's three subsidiaries: Lipstick Queen, Kevyn Aucoin, and Eve Lom, to fit a more current aesthetic in their digital ecomm, packaging, social media, and photography. Assisted the Visual Merchandise team in creating store displays.

Glossier

Design Assistant *(Jun 2017 - Mar 2018)*

Assisted the creative team, marketing team, and logistic team in new product campaigns and pop-up launches. Digital asset manager for the Solution campaign, creative contract management for vendors, models, and photographers. Created new product DTOs and showroom visual displays for every product launch.

Club Monaco

Visual Merchandising Associate *(Nov 2015 - May 2017)*

FREELANCE WORK

Athena Club.
Briogeo.
Eva NYC.

Pietra.
Daniel Toft.
Masse.

