

ashlee cruz

Ashlee Cruz

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EDUCATION

Savannah College of Art and Design
BFA Fashion Marketing and Management (2017)

WORK EXPERIENCE

Space Brands Ltd.
Associate Graphic Designer
APR 2018 to Current

Started as an in-house graphic designer in a new beauty-focused agency rebranding Lipstick Queen, Kevyn Aucoin, and Eve Lom.

Focused on digital marketing, packaging, social media, and campaign art direction + became an in-house social media photographer and content producer.

Briogeo.
Freelance Social Media Associate
MAR 2018

Produced, photographed, and edited stylized product images for Instagram stories and posts.

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

Club Monaco.
Visual Merchandising Associate
NOV 2015 to MAY 2017

Worked the high volume Club Monaco Boston flagship and helped open the Savannah GA boutique. Merchandised store flips and crafted monthly bespoke window displays.

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

thegrassynoe Gallery and Studio
Volunteer, Teaneck NJ
SEP 2012 to JUN 2013

DESIGN SKILLS

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

PROFESSIONAL SKILLS

Project Management
Art Direction
Photo Production
Retouching and Editing
Copywriting
Editorial Makeup

SOFTWARE

Adobe Photoshop
Adobe Indesign
Adobe Illustrator
Adobe Lightroom
Adobe Premier
Microsoft Excel
Microsoft Office
Social Media Apps