

Ashley Seto

Graphic Designer, UI/UX Designer

EXPERIENCE

Marketing Design Assistant

ASUCD Unitrans

SEPTEMBER 2024 - PRESENT | DAVIS

- Collaborated closely with marketing team to create visually-appealing designs that aligned with Unitrans branding and goals.
- Managed time effectively to produce high-quality marketing materials including flyers, posters, social media graphics, and sticker decals while meeting strict project deadlines.
- Assisted in the print production process for marketing assets.

Alumni, Junior Coordinator, Facilitator (Summer)

Rotary Youth Leadership Awards Camp

AUGUST 2023 - PRESENT | SCOTTS VALLEY

- Cultivated strong interpersonal relationships with fellow alumni, staff, and campers to create a communal atmosphere with over 300 people.
- Facilitated leadership-building activities with high school campers, focusing on personal growth and development.
- Delivered a personal speech to over 200 campers and staff inspiring others to embrace challenges and pursue leadership.
- Designed the official alumni shirt merchandise for 2023.

Baking Assistant

Always Yours Bakery Café

NOVEMBER 2021 - JUNE 2023 | CASTRO VALLEY

- Excelled in a fast-paced environment, efficiently managing time and workload to meet high customer demand.
- Collaborated with team members to streamline workflow and maximize productivity.

EDUCATION

Bachelor of Arts in Design

University of California Davis

SEPT 2023 - JUNE 2025 (Expected Graduation), Davis

Associate's Degree in Graphic Design

Chabot College

SEPT 2021 - JUNE 2023, Hayward

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(415) 871-7183

Castro Valley, CA

SKILLS

User Interface

User Experience

Wireframing

Rapid Prototyping

Adaptability

Public Speaking

Collaborative

SOFTWARE

Illustrator, Photoshop, InDesign, Figma, Affinity Designer, After Effects, Visual Studio Code

OTHER SKILLS

HTML, CSS, JavaScript

AWARDS

Inspire Oakland Billboard Design Contest Finalist

2022 | Oakland

- Placed in Top 5 designs out of over 200 entries spanning over 20 different schools.
- Recognized for outstanding storytelling.
- Presented to over 10 schools and large companies including Google, Adobe, and Netflix.

SOCIALS

linkedin.com/in/ashleyjseto

instagram.com/ashleyseeto