

# Asha Cook

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Asha is a designer whose experience is primarily rooted in brand systems. With a passion for motion design, she strongly believes that branding should be dynamic and fluid, ultimately leading to unexpected solutions. Originally from the Midwest and now residing in Los Angeles, I'm a bit of a wanderer, always on the lookout for new inspirations and adventures to fuel my creativity.

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## Experience

### 2016-Present

#### Scorpion Rose Studio / Lafayette American

As a designer at Scorpion Rose Studio, I've played an integral role in crafting brand systems across various disciplines including motion, web, art direction, and production. Throughout my time in this role, I've experienced significant growth and developed a passion for collaboration. I've led projects from kickoff to completion, weaving strategic thinking into the design process every step of the way.

### 2020-Present

#### Playground Detroit

I occasionally accept freelance requests alongside my full-time role. This practice keeps me fresh on industry trends and varied perspectives, enriching my day-to-day work. During my time as a designer for Playground Detroit, I was responsible for creating a brand identity for an event and exhibition held at the Detroit gallery. My tasks encompassed the brand system, social campaign assets, and motion.

### 2022

#### Means TV

Similar to the previous description, but this time for a podcast.

### 2020

#### College for Creative Studies

Working closely with the Head of Marketing, I contributed to the creation of fresh collateral and digital assets for marketing channels. This involved collaborating with the in-house team to ensure consistent branding and maximize effectiveness. This experience provided valuable insights into in-house design team dynamics, evolving my approach to crafting brands for clients with their own design teams.

### 2018-2019

## Additional Experience

IPG Mediabrand | Intern  
Reprogram Study Abroad

CCS Exhibition | Brand Designer  
InsideOut | Sponsored Project

3M | Sponsored Project  
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## Education

### College for Creative Studies BFA in Graphic Design

2016-2020

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## Tools

Adobe Suite  
Figma  
Keynote  
Basic HTML

Lottie  
8th Wall