

ASHLEY YAE

EDUCATION

Rhode Island School of Design

2019–2023 @ Providence, RI

Bachelor of Fine Arts, Graphic Design

Concentration, Theory & History of Art and Design

PORTFOLIO

> ashleyyae.com

CONTACT

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EXPERIENCE

Meebak, Contract Junior Designer

2023–Present @ San Jose, CA (Remote)

- Assisted Senior Designer in enhancing web design, elevating user experience, and interface aesthetics to align with brand identity.
- Optimized K-beauty skincare and cosmetic product images for online platforms.
- Created layouts for product launch emails and package inserts.

Freelance Graphic Designer

2020–Present @ Various Location

- Conceptualized and created identity systems, that resonate with clients' brand vision and effectively convey their unique identity to target audience.
- Executed design projects from concept to final delivery, ensuring consistency in design elements, typography, and color schemes.

DK Partners Enterprise Inc., Design Intern

2022 @ New York City, NY

- Designed visual identity systems to represent hospitality groups within Koreatown.
- Worked to deliver work on time, presented work throughout the development process, and developed multiple ideas and solutions on a per-project basis.

Say Global Inc., Social Media Content Design Intern

2021 @ Seoul, South Korea

- Worked closely with the Chief Marketing Officer and marketing intern to plan, create, and execute marketing campaigns and relevant content for social media.

RELEVANT ORGANIZATIONS

Brown Motion Pictures, Graphic Designer & Production Designer

2022–2023 @ Providence, RI

- Collaborated closely with student crew to research and craft sets and graphic props that enhance scene visuals and contribute to the narrative storytelling.
- Produced key art for the film, designing posters in various sizes and crafting film title through type design.

Conerstone Magazine, Head of Design

2020–2023 @ Providence, RI

- Conceptualized and executed creative design concepts, maintained and managed visuals while collaborating with photographers and artists.
- Effectively led a design team through weekly meetings and worked with the Editor-in-Chief to proof and edit the final issues of the magazine.
- Ensured precise file preparation and print settings alignment.

RISD Museum, Imaging Resource Fellow

2021 @ Providence, RI

- Worked directly with the Associate Registrar of Digital Resources within the museum's digital asset management system to help store, manage, distribute, retrieve, and archive its digital assets.

LEADERSHIP

Department Representative

2021–2023 @ Providence, RI

- Advocated for student issues, communicating between student affairs, faculty, and students.
- Coordinated and organized departmental activities & events.
- Offered support to peers.

Orientation Leader

2020–2022 @ Providence, RI

- Guided and supported incoming students through collaboration with peer orientation leaders.
- Organized and facilitated events.
- Trained new leaders as an Orientation Executive Board member.

Project Manager

2021 & 2023

- Managed artists and artworks, ensuring coordination and timely delivery of two art exhibitions.
- Oversaw both exhibition projects from conception to execution, paying close attention to logistical details.

SKILLS

Design

Creative Direction, Design Concepts, Editorial and Publication Design, Identity Design, Photography, Type Design

Computer

Adobe Suite (Illustrator, InDesign, Photoshop, Premiere Pro) Cinema 4D, Glyphs, Procreate, Robofont; HTML, CSS

Language

English, Korean