

Asha Cook

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A designer with a passion for crafting dynamic and fluid brand systems, I believe the best design leaves an unforgettable footprint. I've led projects for clients like Netflix, GoFundMe, and StockX, delivering strategic, impactful solutions across motion, web, and identity design. Originally from the Midwest and now based in Los Angeles, I bring adaptability, curiosity, and a collaborative spirit to every project—always looking for new creative challenges and meaningful results.

Experience

2016-Present

Scorpion Rose Studio / Lafayette American

As a designer at Scorpion Rose Studio, I've played a key role in crafting dynamic brand systems across motion, web, print, and photo direction. I've led projects from kickoff to completion, weaving strategic thinking into every step of the process while collaborating closely with clients and internal teams. In this role, I've also mentored a Junior Designer and two interns, fostering their growth and ensuring creative excellence across deliverables.

2020-Present

Intern → Junior Designer → Designer

Various Clients

Long list of projects ranging from general graphic design, web design, and brand design.

2018-Present

Freelance Brand Designer / Web Designer

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. That attracted attendees and increased social engagement.

2022

Freelance Designer

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.

2018-2019

Junior Designer

Student Experience

IPG Mediabrand | Intern
Reprogram Study Abroad

CCS Exhibition | Brand Designer
3X Sponsored Projects

Education

College for Creative Studies
BFA in Graphic Design

2016-2020

Deprogram
Study Abroad

2019

Tools

Adobe Suite
Figma
Keynote
Basic HTML

Squarespace
Canva
PowerPoint