

Lashelle Vasquez

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Lashelle is a Communication Designer whose practice is rooted in the love for hand crafted details. Her experience revolves around brand systems, publication design, motion design, and social media. She tends to find her inspirations from those and things around her and uses it as a tool to fuel and enhance her creativity.

Experience

Olu & Company

Graphic Designer + Account Associate

September 2023 - October 2024

As an in-house graphic designer and account associate at Olu & Company, I played an integral role in collaboration with a select range of clients to provide solutions across multiple mediums such as brand identity, social media identity, and website development. Along with creating, I had a role in social media management, account organization, and press outreach.

Periodicals Detroit

Shop Manager

August 2023 - October 2024

Periodicals is a magazine and concept shop located in Detroit, MI that offers a well curated selection tailored to a niche and creative audience. At Periodicals, my role included shop management, buying, inventory control, curation, and customer relations. Along with maintaining the store on a daily basis, Periodicals would host a wide range of events where I had my part in planning, scheduling, and executing.

Park West Gallery

Freelance Graphic Designer

July 2023 - January 2024

At Park West Gallery, I served as a freelance graphic designer to provide a fresh new outlook to the standing brand identity. I dispersed this language across multiple platforms for the gallery such as digital way finders, promotional materials, printed assets, and social media graphics.

Design Core Detroit

Graphic Designer

May 2022 - May 2023

At Design Core Detroit, I served as an in House Designer, creating visual content for all media platforms such as Instagram, LinkedIn, Facebook, and Twitter. Along with assets including printed material, merch, wayfinding, signage, and more for the annual Detroit Month of Design festival for the year 2022 and preliminary assets for the year of 2023.

Education

College For Creative Studies

BFA in Communication Design

2019 - 2023

Expertise

Adobe Creative Suite

Figma

Basic HTML

Risograph

Keynote

Screen Printing

Wheel Throwing

Copy Writing

Recognition

→ **Communication Arts:** Gadzooks: An Embellished Connection Between Like-Minded Characters

→ **AIGA:** Student chapter member (2019-2023)

→ **Deans List** (2019-2023)