



Ashley Girouard

DESIGN + ART DIRECTION

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PROFESSIONAL EXPERIENCE

Boardgame Studio

Junior Designer

Remote

May 2024 - Present

Design original pieces such as emails, social content and overall branding deliverables for a variety of clients. Maintain brand consistency and visual voice. React efficiently to requested edits and work on tight deadlines.

6Degree Productions

Creative Director

Syracuse, NY

2022 - 2024

Founded 6Degree Productions, a music videos production company for emerging artists. Spearheaded creative direction, including logo design, social media graphics, and overall branding to establish 6Degree's visual identity. Collaborated in crafting video briefs, mood boards, and treatments, while coordinating logistical elements such as call sheets, prop lists, and equipment lists. Contributed to prop and set design. Our videos amassed over 19k views and earned placement on a Times Square billboard.

University Union

Collaborations Assistant

Syracuse, NY

2021 - 2023

Researched and pitched ideas for brand partnerships and event enhancements for a large scale music festival and other entertainment programming. Worked on day of show tasks like set up and break down, ticket scanning and crowd control.

The Ogunlesi Group

Music Marketing Intern

Remote

Summer 2022

Coordinated calls, scheduled appointments, talent scouted, and arranged accommodations to support artist managers. Collaborated on crafting innovative marketing strategies for album rollouts and brand collaborations. Produced professional decks, one-sheets, and promotional materials.

Barstool Sports

Video Intern

Remote

2021 - 2022

Edited weekly recap videos using Premiere Pro, integrating content from diverse Barstool programming for social media distribution. Curated music selections to complement the videos' energy and tone. Consistently delivered projects within tight deadlines, demonstrating adaptability to feedback and efficient revisions.

Round Two Agency

Video Editor

Remote

2020 -2021

Edited short-form video content showcasing client work for brands including CASETiFY, Talentless, Ace Monaco, and MVMT. Edited final products to effectively convey key messages, align with brand aesthetics, and drive audience engagement.

PASSION PROJECTS

Fever Dream Radio

Founder, DJ, Journalist

2020 - Present

Manage all aspects of weekly show, including music curation, live sound operation, and execution of audio programs. Strategically leverage social media platforms to promote the show and engage with listeners. Art direct the show's digital content, ensuring a cohesive and compelling experience. Conduct live interviews with artists and craft detailed profile pieces for publication on the show's website.

CREATIVE SKILLS

Creative strategy
Advertising
Copywriting
Art direction
Branding
Packaging
UX/UI
Publication
Video editing

TECHNICAL SKILLS

Illustrator
Photoshop
InDesign
Premiere Pro
Figma
Chartmetric
Canva

EDUCATION

Syracuse University

College of Visual and
Performing Arts
Bachelor of Fine Arts in
Communications Design
May 2024

RECOGNITION

2024 Student To Watch

Graphic Design USA

Identified as a top student by
design magazine Graphic
Design USA.