

# Lashelle Vasquez

Based in NYC

## About

Lashelle is a Communication Designer whose practice is rooted in the love for hand crafted details. With interests in motion, print, identity she tends to find inspiration through those around her in high hopes of creating thoughtful and helpful solutions. She specializes in fashion, culture, and consumer goods.

## Experience

### S'well

Junior Graphic Designer

March 2025 - Present

Designing assets for paid media, email, social media, and assisting creative direction for product release shoots and campaigns while staying up to date on design and social trends to relate to our own brand language.

### 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.

### 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