

Asha is a designer whose experience is primarily rooted in brand systems. With a passion for motion design, she strongly believes that branding should be dynamic and fluid, ultimately leading to unexpected solutions. Originally from the Midwest and now residing in Los Angeles, she is a self-proclaimed adaptable wanderer.

Experience

2016-Present

Scorpion Rose Studio / Lafayette American

As a designer at Scorpion Rose Studio, I've played an integral role in crafting brand systems across various disciplines including motion, web, art direction, and production. Throughout my time in this role, I've experienced significant growth and developed a passion for collaboration. I've led projects from kickoff to completion, weaving strategic thinking into the design process every step of the way.

2020-Present

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. My tasks encompassed the brand system, social campaign assets, and motion.

2022

Means TV

Similar to the previous description, but this time for a podcast.

2020

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. This experience provided valuable insights into in-house design team dynamics, evolving my approach to crafting brands for clients with their own design teams.

2018-2019

Additional Experience

IPG Mediabrand | Intern
CCS | Print Technician

CCS Exhibition | Brand Designer
InsideOut | Sponsored Project

3M | Sponsored Project
Ziess | Sponsored Project

Education

College for Creative Studies

BFA

2016-2020

Tools

Adobe Suite
Figma
Keynote
Basic HTML

Lottie
8th Wall