



Ashley Girouard

DESIGN + ART DIRECTION + MUSIC INDUSTRY

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PROFESSIONAL EXPERIENCE

CASE Agency

General / Package Design Intern

New York, NY

Sept. 2024 - Present

Conceptualize packaging and visual merchandising concepts for beauty and wellness brands. Create print mechanicals for approved designs using client-provided dielines. Attend client meetings and assist in presenting design concepts. Work collaboratively with CASE design teams to build successful creative partnerships with their clients.

Boardgame Studio

Freelance 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

Sept. 2022 - Jan. 2024

Founded 6Degree Productions, a music video 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

Brand Partnerships Assistant

Syracuse, NY

Aug. 2021 - Jan. 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

May 2022 - Oct. 2022

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

Barstool Sports

Video Intern

Remote

June 2021 - Jan 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.

PASSION PROJECTS

Fever Dream Radio

Founder, DJ, Journalist

Sept. 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 such as Charlieonnafriday, Jonah Roy, OJC, and Pertience to 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.