

# Sophie Ashton

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Manhattan, NY

## Skills

### Graphic Design

Photoshop  
Illustrator  
InDesign

### Motion Graphics

AfterEffects  
Premier Pro  
Gifs

### Digital Design

Figma  
Shopify  
Basic HTML/CSS

## Education

### Parsons School of Design

AAS, Communication Design  
2020 - 2021

### University of Oregon

BA, Graphic Design  
2015 - 2019

## Experience

### Case Agency

*Associate Designer*  
January 2023 - September 2024

### *Digital Design Intern*

January - July 2022

Featured clients: Aveda, GXVE Beauty, Keys  
Soulcare, E.L.F. Cosmetics.

Worked on digital and brand identity projects for clients in beauty and lifestyle categories. Responsible for monthly deliverables such as emails, social media assets, website graphics and other needs for 360 campaigns. Collaborated on website redesigns and art direction projects.

### Estée Lauder Companies — Aveda

*Global Online Digital Designer*  
July - December 2022

Designed assets for a variety of online channels to elevate the creative vision of the brand, while also abiding by the brand style guidelines. Assisted in the launch of global campaigns and curation of brand.com assets. Created static and motion social media content to drive conversion across multiple platforms. Collaborated with local and global teams to develop any assets needed within the digital space for online promotions.

### Sony Music — Columbia Records

*Digital Production Intern*  
September - December 2021

Created digital assets for artists across Columbia Records' roster. Designed animated and static graphics for social media. Made gifs and branded content for ad campaigns. Edited videos for artists' album launches. Collaborated with the digital and marketing teams.