

Ashlyn Cadenhead

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EDUCATION

Virginia Tech - Graphic Design

08/2020 - 05/09/2024

- Bachelor of Fine Arts
- Virginia Baptist
Scholarship Recipient

SKILLS

- Adobe Creative Suite
- Procreate
- Microsoft
- Figma
- Logo Creation
- Website Design
- Digital Marketing
- Mockups
- Layout Design
- Flyer Design
- After Effects
- Strong Work Ethic
- Concept Development
- Branding
- Typography
- Collaboration
- Canva

WORK EXPERIENCE

The Shirt Shop - Freelance Graphic Designer, Huntersville, NC

MARCH 2024 - PRESENT

- Working remotely to provide services upon the needs of their clients such as logo design, signage, apparel design, and content for printing at a wide range of scales.

Ideal Cabinets - Freelance Graphic Designer, Roanoke, VA

SEPTEMBER 2024 - PRESENT

- Creation of timeline infographic boards to display a series of chronological events, highlighting what led to the success and growth of the company over time.
- Creation of company catalog to ensure a clean, effective layout that would encourage customer engagement and sales.

Branch Group - Graphic Design Intern, Roanoke, VA

JUNE 2023 - AUGUST 2023

- Designed logos for company events and groups to ensure internal growth throughout the business and employees.
- Edited photos for company branding and outreach tactics in order to reach a larger group of customers.
- Designed flyers for promotional events.

Wasserman Marketing - Design Contractor, Charlotte, NC

OCTOBER 2024

- Remotely assisted with creating dimensional drawings in order to scope surfaces across a large stadium that would need to be branded. This was used in preparation for the company to develop assets for Fifa.

Pandora Jewelry - Sales Associate, Roanoke, VA

DECEMBER 2020 - MAY 2024

- Assisted with social media content across various platforms in order to increase customer engagement.
- Arranged new merchandise with signage and appealing displays to encourage customer sales, while developing trusting relationships.

ACTIVITIES & INVOLVEMENT

DesignUP, Blacksburg, VA

APRIL 22ND, 2022 & APRIL 6TH, 2024

- Event where companies and organizations around the city presented needs regarding logos, merchandise, and marketing tactics. During a one-day design marathon, my team collaborated with non-profit organizations and worked to develop visual solutions to their needs.