

# Ash Wei

Graphic/Product Design, Production, Puzzle/Game Design, Concept Art

## CONTACT

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Portfolio: ashleyliwei.com

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## EDUCATION

**ArtCenter College of Design | 2022–2026**

B.S. in Entertainment Design – Animation

- GPA: 3.9
  - Graduation with Distinction
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## EXPERIENCE

**Graphic/Product Designer, Illustrator**

July 2025 – Present

Ecosys LA

- Designing shoes, soles, and packaging for Ecosys's collaboration with Vans and Uggs inspired by street culture and anime trends.
- Put together 15+ fashion apparel pieces for the Anniversary Drop collection within two weeks.
- Crafting logos, tech packs, packaging, artwork, surface graphics, brand materials, and toys using Adobe Illustrator, Photoshop, and Figma through turnaround times of several hours to a week.

**Producer, Background Lead, Visual Development Artist**

Jan 2024 – Dec 2024

ShayStudios

- Designed environments and props for six-minute 2D animated short film "Postmortem."
- Illustrated and prepared 90+ layouts for downstream background paint team.
- Created visual guides and instructed the team about brushes, shape language, and inking rules.
- Critiqued background artists work, created drawovers, and pioneered the visual style of the film.
- Managed a team of 27 artists, maintained shot lists, and assigned work weekly.

**Game Master/Designer, Writer, Artist, Project Manager**

Sep 2023 – Dec 2025

White Deer: Tabletop Game

- Designed and coordinated playable encounters, game mechanics, remote writing and drawing activities with 40 domestic and international participants while maintaining professionalism under pressure.
- Facilitated an inclusive atmosphere for post-WWII BIPOC and LGBTQ+ historical education.

**Short Film Class Teacher Assistant**

Sep 2025 – April 2026

ArtCenter College of Design

- Assisted director Benjamin Dai to review student visual development work, provide drawovers, draft announcements over email, and manage class Zoom meetings.
- Presented demos about production organization, After Effects, and Premiere Pro.

**Motion Animator, Composer**

Nov 2024 – April 2026

Melizande Lore Team

- Animated and edited graphics in After Effects and Premiere Pro for Apex Legends voice actor Melizande Grant's debut project.