



BRAND STRATEGIST /
GRAPHIC DESIGNER

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EDUCATION

ArtCenter College of Design
Pasadena, CA
09.2023–07.2024

Candidate for Master of Design, (MDes) Brand Design and Strategy
Coursework: Design Leadership, Branding Futures, Business of Branding,
Systems Thinking, and Brand Writing.

CSU Channel Islands
Camarillo, CA
05.2017–12.2022

Bachelor of Arts in Art, (CSUCI) with an emphasis in Graphic Design
Minor in Visual Communication, Certification in Digital Media
Coursework: Graphic Design, Color Theory and Multimedia.
Study Abroad at Hochschule der Medien in Stuttgart, Germany
Studied: Visual Technologies, Web Design, and UX/UI.

EXPERIENCE

LAJE
Camarillo, CA
05.2017–12.2022

Freelance Graphic Designer
As a freelance studio, provided marketing and design direction for small companies in the beverage and e Commerce industries. Transformed client visions into logo identities, packaging, print and digital media.

Pursuit Coffee
Rancho Cucamonga, CA
07.2021–12.2021

Freelance Graphic Designer
Managed and coordinated graphic design projects from concept through completion. Worked on brand identity development, print campaigns, social media graphics as well as print design for coffee cups.

Outsiders Branding
Los Angeles, CA
07.2024–current

Freelance Intern Brand Strategist
As a Freelance Strategist on the Vivir team at Outsiders, I collaborated with senior strategists to develop and implement innovative brand strategies that celebrate individuality and nonconformity. I conducted market research, assisted in content creation and social media management. Through this experience, I honed my skills in brand strategy, communication, and project management, effectively contributing to the brand's growth and mission.

SKILLS

Strong working knowledge of: Adobe Photoshop, Illustrator, InDesign, Lightroom, and Keynote.

Familiar With: Figma, Webflow, Procreate, Adobe Animation, CSS, and UX/UI.

Additional: Brand development, illustration and photography.