ashleypei2004@gmail.com

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ASHLEY PEI

Design and Illustration

EDUCATION

University of Southern California
BFA Design
3.84 Cumulative GPA
Fall 2022 – Present
Expected Graduation: May 2026

West California Academy of Art and Design
2019 – 2021

SOFTWARE

Adobe Creative Cloud:
Photoshop
Illustrator
Indesign

Google Suite:
Drive
Docs
Slides
Sheets
Gmail

Microsoft 365:
Word
Excel
Powerpoint
Outlook

Other:
Procreate App
Mailchimp Email Platform

PORTFOLIO

ashleypei.com

EXPERIENCE

- **USC Thornton School of Music**
  Opera Program Graphic Designer (*Oct. 2022 – Present)*
  Manage and design the program's Wix website.
  Logo redesign, create graphics, promotional images, and printed material for shows.
  Create and send email blasts.

- **Design & Marketing Intern at Mochi Foods** (*May – Aug. 2025*)
  Collaborate with Brand Manager to define brand essence for packaging refresh.
  Develop engaging social media collateral to support brand strategy.

- **Background Painter for "Bath of Youth"** (*Nov. – Mar. 2025*)
  Develop and paint background style tests for
  "Bath of Youth", an animation thesis film by Stella Chen.

RELEVANT DESIGN COURSEWORK

- **Digital Tools**
  Developed proficiency in Adobe Photoshop,
  working knowledge in Adobe Illustrator, and Indesign.

- **Branding**
  Completed course projects involving the development and design of brand identity, logos, and advertisement.

- **Typography**
  Completed course projects and developed knowledge about the implementation of typography within design.

- **Principles of Design**
  Use of heirarchy, contrast, repetition, negative space, and balance in design.

RELEVANT ILLUSTRATION COURSEWORK

- **Digital Tools**
  Developed proficiency with drawing and painting within Adobe Photoshop and Procreate.

- **Artistic Knowledge**
  Includes style, composition, color theory, and rendering.

- **Skills learned at the West California Academy of Art and Design**
  Portfolio Development
  Character and Environment Design
  Figure Drawing

ART AWARDS

- **California Teachers Association** (*2021*)
  César E. Chávez and Dolores Huerta Education Award Program