



Education

University of Southern California

BFA Design

3.85 Cumulative GPA

Fall 2022 - Present

Expected Graduation: May 2026

West California Academy of Art and Design

2019 - 2021

Tools

Adobe Creative Suite:

Photoshop

Illustrator

Indesign

Premiere Pro

Google Suite:

Drive

Docs

Slides

Sheets

Gmail

Microsoft Suite:

Word

Excel

Powerpoint

Outlook

Other:

Procreate App

Mailchimp

Figma

Design & Illustration Experience

 ashleypei2004@gmail.com

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 ashleypei.com

USC Thornton School of Music

Opera Program Graphic Designer (Oct. 2022 - PRESENT)

- Manage and design the program's Wix website
- Redesigned Program logo
- Create graphics, promotional images, and printed material for shows
- Design and send email blasts
- Photo Editing

Mochi Foods

Design & Marketing Intern (May - Aug. 2025)

- Collaborated with Brand Manager to develop and define brand essence and identity for a packaging refresh
- Developed engaging social media and printed collateral to support brand strategy and marketing
- Video editing through Premiere Pro and Capcut
- Assisted in the design of the brand mascot

YAWUJI

Graphic Designer (Jun. - Aug. 2025)

- Designed logo and packaging

“Bath of Youth” Thesis Film by Stella Chen

Background Painter (Nov. - Mar. 2025)

- Developed style tests and painted backgrounds for “Bath of Youth”, an animation thesis film by Stella Chen

Skills

Digital Tools

- Proficiency in Adobe Photoshop and Illustrator, working knowledge in Premiere Pro and Indesign

Branding

- Completed projects involving the development and design of brand identity, logos, packaging, and collateral

Typography

- Completed projects and developed knowledge about the implementation of typography within design

Principles of Design

- Use of hierarchy, contrast, repetition, negative space, and balance in design

Illustration and Digital Painting

- Style, composition, color theory, and rendering.
- Character and Environment Design
- Figure Drawing