



Ashley Ruff // Graphic Designer

p // 801.822.3283

e // ashley@designbyamr.com

w // designbyamr.com

// OBJECTIVE

To secure a position in a fun-loving company where my design skills will both mesh with the company's established brand and goals and exceed clients' expectations

// EDUCATION

BFA in Graphic Design // 2013

Southern Utah University (SUU) // Cedar City, UT

Summa Cum Laude

Associate of Science // 2010

Utah Valley University // Orem, UT

// WORK EXPERIENCE

Senior Graphic Designer // May 2013–present

Jamberry // Lindon, UT

Responsibilities include product development and design; package, web, and promotional design; branding; event signage; photo shoots; as well as prepping files for print and press-checks.

Student Graphic Designer // Apr 2011–May 2013

SUU Welcome Center // Graduate and International Recruitment // Cedar City, UT

Design various print documents and web graphics including posters, publication design, applications and forms, rack cards, and email banners; and designing in multiple languages.

Freelance Designer // 2010–present

Clients include Zumba Fitness at the Orem Fitness Center, Austin Sports Center

Projects include print collateral, brand development, advertising, web graphics, T-shirt design

// PROFESSIONAL DEVELOPMENT

Graphic Design Intern // Aug–Dec 2012

Merryweather Studios // Cedar City, UT

Duties included taking projects, including video and sculpture, from concept to final product

The Munny Tree // Mar–May 2013

BFA Student Exhibition // Braithwaite Fine Art Gallery // Cedar City, UT

Project involved conceptual development; toy, package, identity, signage, and display design; using various techniques and media including sculpture and painting and print design.

// SKILLS

- Proficient on both Mac and Windows
- Proficient in Adobe CS6 (Photoshop, Illustrator, InDesign) and Microsoft Office
- Web design, html5, CSS3, and Dreamweaver experience
- Typography and layout skills; and photography experience and illustration skills
- Precise and detail-oriented, with exceptional craft and hand skills
- Self-motivated, goal-driven, ability to meet deadlines
- Problem solver and team player
- Exceptional organizational and prioritization skills
- Professional, presentation and public speaking skills

// MEMBERSHIPS & AWARDS

- Member of AIGA, the professional association for design // 2011–present
- Member of Golden Key International Honour Society // 2009–present
- Outstanding Graphic Design Student // 2013
- Outstanding Art Department Scholar // 2013

// PHILANTHOPY & LEADERSHIP

Graphic Designer // 2009–present

UCAS // Orem, UT

Duties include brochure, ticket, poster, and apparel design; mentoring student government art directors; and guest lecturing.

Programming Officer // Sept 2011–May 2012

SUU Design Club // Cedar City, UT

Created posters and fliers, and other duties as assigned

Senior Class President // 2009–2010

UCAS // Orem, UT

Planned and carried out events as part of a team and designed posters to advertise activities