

# ASHLYNN SHOOLROY

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Portfolio | <https://www.ashlynnshoolroydesigns.com/>

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## EDUCATION

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### University of Idaho

Graduation | Summer 2023

Bachelor of Fine Art, Studio Art and Design, Graphic Design Emphasis

Moscow, Idaho

Magna Cum Laude

GPA 3.96

## WORK EXPERIENCES

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### Like Media | Web Designer, Digital Media Assistant

2023-Current

- Design and develop websites in WordPress and WIX
- Brand development and brand experience strategy
- Video editing for online magazine
- Motion graphic designs for digital ads
- Digital brochure designing
- Digital media illustrative graphics
- Website SEO Optimization

### J-U-B Engineers Inc. | Graphic Design Corporate Intern

2023

- Print company brochure design
- Interface design for website company page
- Professional photoshop for employee headshots
- Promotional material design
- Print Report Book Designs
- Company communication facilitation through website announcement designs
- Design Social Media Posts

## PROJECT EXPERIENCES

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### American Advertising Federation | Student Advertising Competition

2022-2023

- Design promotional advertising posters and out-of-home designs for Indeed
- Create user experience and user interface for guerilla marketing augmented reality advertising
- Edit promotional videos
- Develop visual design for project report book statistics
- Conduct marketing research

### University of Idaho | My UI App Design and Development

2022

- Create user experience flows and interface designs
- Create app components and maps
- Conduct user testing and research
- Design and write project reports
- Report at stakeholder meetings and ideation sessions

## TECHNICAL SKILLS

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Illustrator – Figma – WordPress/Elementor – Photoshop – InDesign – WIX – Excel – After Effects – Premier Pro – Spline