



ashhoffdesign@gmail.com | 503-679-1989
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EDUCATION

PORTLAND STATE UNIVERSITY

2022 - 2024 | Portland, OR

Bachelor of Fine Arts: Graphic Design
Business Minor: Advertising Management

MT. HOOD COMMUNITY COLLEGE

2020 - 2022 | Gresham, OR

Associate of Applied Science: Graphic Design

SKILLS

SOFTWARE SKILLS

- Adobe Illustrator
- Adobe Indesign
- Adobe Photoshop
- Figma
- Microsoft Office
- Procreate
- SketchUp

EMPLOYMENT AND EXPERIENCE

ART DIRECTOR, EXECUTIVE ART DIRECTOR, STRATEGIST

June 2023 - Current | FIR Northwest | Portland, OR

- Designed brand guidelines, brand assets, presentations and other deliverables for clients as part of PSU's student-led advertising agency
- Organized meetings to provide guidance to new team members and conducted regular check-ins with them to ensure project deadlines were met
- Conducted research on current business trends to understand clients' needs and develop creative briefs
- Presented design work to clients and explained creative choices

SERVER, BARTENDER

May 2023 - Current | Portland Cider Company | Clackamas, OR

- Multitasked to craft cocktails, pour draft beverages, take orders, and run food to customers in a fast-paced environment
- Operated front of house during busy hours and performed closing duties independently on a weekly basis
- Provided training for new employees

GRAPHIC DESIGNER

December 2021 - May 2022 | Perceptions Magazine | Gresham, OR

- Created page layouts, prepared print files, and illustrated the cover for Perceptions' annual art and literature magazine.
- Communicated with two other designers to delegate work and make design decisions unanimously
- Consulted with client to explain design decisions as well as meet their expectations for the final magazine

GRAPHIC DESIGN INTERN

March 2022 - June 2022 | Zer0 to 5ive | Devon, PA (remote)

- Designed logos, social media posts, web icons, and website layouts using the Adobe Creative Cloud
- Worked with creative briefs and brand guidelines to create work that was consistent with clients' existing branding
- Attended client calls and weekly design meetings
- Communicated with design team to receive feedback and improve work