

# Anya Ashkinadze

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Artist working across the creative field. Previous experience in graphic design and children's education has led to the need of providing meaningful experiences through art and design. Looking to collaborate and create for communities & industries with a cause.

## Experience

**Journey of Faith**  
Nov 2021 – Present

A non-profit early child education center focused on preparing children to be their best through thoughtful curriculums.

### Teaching Assistant

- Help teachers prep projects/materials for the day.
- Conceptualize, draw, and design display boards.
- Support teachers in managing classroom behavior and helping students with activities.
- Mentor and tend to children's emotional wellbeing and physical needs.

**The ANDI Brand**  
Sept 2019 – Aug 2020

The ANDI Brand is a DTC, purpose driven brand, selling versatile bags made with recycled post-consumer plastics with an aspiration to do more with less.

### In-House Graphic Design

- Created a wide range of graphics and visuals for product illustrations, hangtags, marketing materials, advertising campaigns, packaging, banners, and website graphics.
- Assisted in creating line sheets, flat sketches, and organizing the showroom.
- Planned concepts by studying relevant information and materials in line with ANDI brand guidelines.
- Increased user traffic by 20% through design concepts and storytelling for newsletters & social channels.
- Social media planning and scheduling approved plans for posting.
- Liaison between partner agencies and team members to ensure seamless operations & communications.
- Contributed to team efforts by accomplishing ad-hoc tasks as needed in design, production, logistics, and operations.

**Fanciful Fox Studio**  
Jan 2018 – Jan 2019

Webby Award Winning show, *You Wish You Lived Here*, by HGTV featured on Snapchat.

### Freelance Illustrator

- Lead on illustration and graphics.
- Collaborated on a visual branding system and aesthetic that was carried across each episode.
- Provided guidance & research for art direction.

**Thesis Couture**  
Aug 2015 – Oct 2018

A start-up DTC fashion brand that redesigned the stiletto using aerodynamic principles for a more comfortable heel.

### In-House Graphic Design

- Provided leadership in creating a memorable customer experience through shoe packaging – from research, ideation to development and creative execution.
- Aided in 20% increase in web traffic & 10% increase in social following through engaging newsletters and growth automation tools.
- Partnered with a diverse team of mechanical engineers, designers, web developers and marketing colleagues to synthesize product design.
- Collaboration on art direction and casting/production for photoshoots to deliver key product photography and post-production.
- Branding/Marketing design such as newsletters, one pagers, postcards, presentation decks, ad campaigns.
- Managed e-commerce platform through Shopify and Mailchimp.

## Education

Cal State University  
Long Beach

**Bachelor of Fine Arts**  
Graphic Design

El Camino College

**ECE Credential**  
Teacher

## Abilities

Adobe Creative Suite  
Figma  
Merch/Apparel  
Concept Thinking  
Photography  
Installation Art  
Public Speaking  
Written Communication  
Russian Language

## Interests

Growth & Wellness  
Surfing  
Journaling  
Travel  
Painting