

# Anya Ashkinadze

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anyaash.com

In all of my work, I strive to push the boundaries of creativity and deliver exceptional results that exceed expectations. I'm constantly seeking new challenges and opportunities to grow as a designer and storyteller. 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.

## Education

Cal State University  
Long Beach

**Bachelor of Fine Arts**  
Graphic Design

El Camino College

**ECE Credential**  
Teacher

## Abilities

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

## Interests

Growth & Wellness  
Surfing  
Traveling  
Painting

## Projects

### Art Mural (Summer 2024)

Designed and painted a vibrant and interactive mural for the preschool's main play area, incorporating themes of the beach plants, and color.

### Color Camp (Summer 2024)

Organized and led an all-day art workshop, Color Camp, for students ages 3 to 7 years old, accommodating up to 90 students in a single day.

## Experience

### Journey of Faith Preschool

November 2021 – August 2024

#### Preschool Art Teacher / Floater Teacher

- Created a weekly Art Workshop elective class for ages 3 to 6 years old, centered on art making as a tool for emotional well-being.
- Developed and executed an art curriculum for students.
- Help teachers prep projects/materials for the day.
- Managed classroom behavior and helped students with activities.
- Mentored and tended to children's emotional wellbeing and physical needs.

### The ANDI Brand

September 2019 – August 2020

#### In-House Graphic Design

- Created a diverse range of graphics and visuals for product illustrations, hangtags, marketing materials, advertising campaigns, packaging, banners, and website graphics.
- Assisted in the creation of line sheets, flat sketches, and organizing the showroom to showcase the brand's products effectively.
- Conceptualized designs in alignment with ANDI brand guidelines and the brand's commitment to sustainability.
- Planned and scheduled social media content according to approved plans, ensuring consistent brand messaging and engagement.
- Served as a liaison between partner agencies and internal team members to facilitate smooth operations and communications.

### Fanciful Fox Studio

January 2018 – January 2019

#### Freelance Illustrator

- Responsible for creating illustrations of iconic characters and secondary elements, contributing to the visual storytelling of HGTV's first Snap Original, *You Wish You Lived Here*.

### Thesis

August 2015 – October 2018

#### In-House Graphic Design

- Led the creation of a distinctive customer experience through innovative shoe packaging, involving comprehensive research, development, and execution to reinforce brand identity and product value.
- Orchestrated production logistics for photoshoots to effectively convey key product messaging and maintain brand consistency across various marketing channels.
- Designed and produced brand and marketing materials including newsletters, one-pagers, postcards, presentation decks, and ad campaigns to support brand visibility and drive customer acquisition.
- Managed e-commerce platform through Shopify and Mailchimp.