

ASHTON DEWEY

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VISUAL COMMUNICATION

EDUCATION

UNIVERSITY OF KANSAS

2014 – 2018; Lawrence, KS

BFA in Design, Visual Communication
Minor in Art History
Graduation May 2018; 3.8 GPA

HOCHSCHULE TRIER

Spring 2017; Trier, Germany

Semester Study Abroad Program in
Trier, Germany, 03.2017–07.2017

INVOLVEMENT

2018

Kiosk 58 Magazine Creative Director

2017

Kiosk 56 Magazine Designer
KU Design Week 2017 “Work in Progress”

2015 – 2018

National Student Show Conference (NSSC)
Made in the Middle Conference
AIGA Kansas City Member

AWARDS & RECOGNITION

2019

- * Adobe Live: Editorial Design
3-Day Livestream on Zine Making
- * AIGA Kansas City A14
Judge’s Award
Featured *Kiosk 58 Magazine ‘Working Title’*
- * DSVC National Student Show 14
Professional’s Choice
Featured *Senior Portfolio, Just Passing Magazine*
- * Communication Arts Student Showcase
Magazine Feature *March/April Issue*

2017

- * DSVC National Student Show 13
Best Junior Portfolio

2016

- * DSVC National Student Show 12
Best Sophomore Portfolio

EXPERIENCE

HUF WORLDWIDE

w/ Nike, Alltimers, Smashing Pumpkins & More
Art Director; 10.2022–Now; Los Angeles, CA

From conception to execution, I link and build with our Creative Director and Head of Marketing to bring the brand’s stories to life. On a small team, I handle the delivery of final assets ranging anywhere from inline seasonal campaign imagery, to brand collaborations and any other digital marketing needs. I work alongside our development team to give a voice to the products they make. Whether it be in the form of photos, video, logo creation, catalogs, or installations, we work at a fast pace in an attempt to be flexible and keep up with the ever-evolving fashion industry.

DC SHOES

w/ Venture, Bronze & POP
Global Digital Designer; 03.2021–10.2022; Westminster, CA

While at DC, I was part of a team that created key art assets and style guides that fueled our global digital channels such as e-commerce, social media, digital advertising, product marketing, and brand storytelling. Focused primarily on our digital audience and consumer, I worked closely with the Creative, Product and Marketing leads to bring seasonal stories to life, building digital asset packages, look books, paid social media campaigns and experiential brand marketing.

MEDIAMONKS LA

w/ Apple Music
Jr. Designer; 06.2020 – 03.2021; Venice, CA

During my stint at MediaMonks, I assisted our art director to craft digital campaigns, activations and assets for a sole client: Apple Music. This role was about harmonizing speed, style and scale to produce loads of good-looking assets for projects ranging from show identities, weekly playlists updates, to Artist and/or album specific requests.

BANKS JOURNAL

Digital Designer; 09.2018 – 06.2020; Newport Beach, CA