

# Ava Gridley

978-325-2276  
avagridley@gmail.com  
avagridleydesign.com

## Experience

### Packaging & Graphic Designer

Even Keel | Brooklyn, NY | 2023 – 2024

- + Collaborated closely with the owner of this natural apothecary brand to redesign packaging for soap and bath bomb lines, including brand extension.
- + Contributed to product development through naming, art direction, and packaging design, ensuring alignment with the brand's aesthetic and values.
- + Created digital marketing assets including Instagram reels, stories, and grid posts to enhance visual storytelling and engagement.
- + Maintained brand consistency on social platforms through still and motion assets.

### Founder & Brand Designer

Knit Knack | Brooklyn, NY | 2023 – Present

- + Founded a community-focused fiber arts collective focused on building community through craft, asserting fiber art as a legitimate vehicle of creative expression.
- + Designed and maintained the brand's visual identity, overseeing the positioning, graphic design, and social presence.
- + Coordinated between local community spaces and Knit Knack members to facilitate no-cost events, workshops, and group art installations.
- + Spearheaded cross-circle collaborations with other knitting groups and maintained monthly meetings to foster ongoing engagement and artistry.

### Model

ONE | New York, NY | 2020 – Present

- + Collaborated with beauty and editorial brands in fast-paced environments to create campaign assets across print, digital and social, ensuring alignment with brand standards and creative direction.

### Internship

Batsheva | New York, NY | 2022

- + Collaborated closely with the founder to pitch accessory concepts.
- + Designed graphics for events, social media, and the brand's website, ensuring a consistent visual identity across platforms.
- + Supported studio operations by managing inventory and coordinating with retail accounts, contributing to smooth production and distribution workflows.

## Education

Fashion Institute of Technology

BFA in Graphic Design, Packaging Design Specialization

Graduated 2022 - Cum Laude

## Skills

Adobe Suite, Typography, Brand Identity, Packaging Design,  
Graphic Design, Social Media