

Ava Gridley

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

978-325-2276

avagridley@gmail.com

avagridleydesign.com