

Ainsley Gavin

Brand Strategy & Graphic Design - Packaging Design

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Education

Bachelors of Science, Packaging, Studio Art Minor

Cal Poly University - San Luis Obispo

Packaging Concentration

Sept 2022 - December 2026

3.4 GPA

Experiences

Packaging Co-Op

PepsiCo

Jan-Jun 2025

- Led an internal campaign for unreleased product; Photo & Video, Copywriting and demonstrating use case.
- Conducted 7 plant trials and led 2, qualifying 4 new materials to enter PepsiCo's manufacturing lines.

Packaging Design Teacher's Assistant

Cal Poly SLO

Sept - December 2026

- Guide student design projects & provide technical insight from my experience while enrolled in Spring 2026.
- Manage the zoon-cutting table for all students.

3D Printing Teacher's Assistant

Cal Poly SLO

Mar-June 2024

- Taught students in the product design process using Blender, Solidworks and Keyshot.
- Conducted trainings, managed 3D print lab & materials, and provided input for student designs.

Freelance Designer

July 2025 - Present

- Developed 5+ brand identity systems including logos, visual identities, packaging, and brand guidelines.

Leadership

Panel Director

Cal Poly Packaging Symposium

Sept - Feb 2026

Developed panel strategy and discussion questions and coordinated logistics for 6 industry panelists.

Media Director

Cal Poly Packaging Symposium

Sept- Feb 2025

Created and distributed event branding, collateral, and merchandise made in Adobe Suite.

Skills

Technical

Adobe Photoshop, Illustrator, Indesign, Figma, Blender, Solidworks, Artios-CAD, Sketching, Copywriting, Brand Strategy.

Professional Skills

Presentation skills, Public speaking, Storytelling.

Language Skills

English- Native proficiency

Spanish- Professional working proficiency

Interests

Painting, History, Pickleball, Language Learning.