

# Asa Nelson

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[www.asanelson.com](http://www.asanelson.com)

Brand identity designer developing visual systems and frameworks across digital and physical media, with an emphasis on typography, structure, and scalable brand architecture.

## Experience

### **Asa Nelson Design, LLC | Founder & Brand Identity Designer**

2022 — Present

Develop brand identity systems and produce concise brand guidelines outlining typography, color, and usage standards. Translate positioning and strategy into cohesive visual systems spanning web, print, packaging, and motion.

### **Associate Packaging Designer (Contract) | Dick's Sporting Goods**

2025

Executed high-volume production artwork under strict brand and vendor specifications. Maintained structural and visual consistency across multi-SKU packaging systems while refining print workflows and production accuracy.

### **Adjunct | Point Park University**

2024 — 2025

Taught identity systems, typography, and design fundamentals with emphasis on concept development and critique.

### **Lead Graphic Designer | Tippins Foods**

2022 — 2024

Led development of a brand identity and packaging system, establishing scalable visual architecture across product lines and retail environments. Collaborated with production and marketing teams to maintain consistency across packaging and brand touchpoints.

## Education

M.A. Interdisciplinary Design

Chatham University — GPA: 3.93

B.A. Humanities, Legal Studies Minor

University of Pittsburgh — *cum laude*