Ava Croop

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EDUCATION

Virginia Polytechnic Institute and State University (Blacksburg, VA)
Dual Degree Creative Technologies & MCA (Management, Consulting, & Analytics)
- Deans List of Pamplin College of Business & School of Visual Arts (Spring 2025, Fall 2024, Spring 2024, Fall 2023)
- 3.97/4.0 GPA

Relevant Coursework: Business Statistic Analytics & Modeling, Topics in Multimedia Studio: Motion Graphics, Creative Code, Collaborative Production Studio, Independent Study: Game Development Pre-Production, 3D Computer Animation

WORK EXPERIENCE

Graphic Designer & User Experience Engineer | July 2021 – Present
Ignite Sports & Entertainment | Columbus, Georgia (Remote)

Home of FPHL Columbus River Dragons Hockey, Sunbelt League Choccolocco Monsters, and Former Sunbelt League Columbus Chatt-a-Hoots Baseball
- Led design efforts for three professional sports teams in Columbus, GA, collaborating with team management and marketing staff to create user-centered visual assets that elevated brand identity and fan engagement across digital and physical touchpoints.
- Designed and delivered 50+ graphics for events, merchandise, and advertisements, increasing fan interaction and strengthening the teams' community presence.
- Conceptualized and executed marketing campaigns across merchandise, promotional content, and digital/print ads, ensuring accessible, visually consistent, and engaging user experiences.
- Simplified complex updates into intuitive, concise content for fans and stakeholders, improving clarity and enhancing communication of promotions and team news.
- Utilized Canva and Adobe Illustrator to prototype and iterate on designs, streamlining workflows and producing high-quality, on-brand deliverables.

Teaching Assistant | August 2024 – Present
Pamplin College of Business | Blacksburg, Virginia

Teaching assistant for the Global Business of Popular Culture course at Virginia Tech
- Supported a business faculty member in managing course structure and instructional design for over 150 undergraduate students every semester, contributing to the creation of clear, user-centered learning experiences.
- Curated portions of the course curriculum by developing and refining lesson content, ensuring materials were engaging, accessible, and aligned with learning objectives.
- Assisted in grading assignments and exams for hundreds of students, delivering consistent and timely feedback that supported student progress.
- Provided guidance to students by simplifying complex concepts into accessible explanations, enhancing understanding of core business principles and improving communication between faculty and students.

Freelance Experiential Designer & Visual Artist | February 2020 – Present | Remote

- Collaborated with schools, departments, and community organizations to design and execute large-scale experiential murals, including commissioned work for the Deep Run High School English Department
- Crafted and consulted regarding immersive visual environments with a focus on user interaction, storytelling, and audience engagement, enhancing the way students, consumers and industry professionals engage with core spaces
- Partnering with diverse clients to transform abstract concepts into clear, impactful visual narratives that aligned with institutional goals and improved the usability of shared environments. Including but limited to website development, digital and physical art commissions, brand development, and corporate merchandise development
- Delivered projects on time and within scope by managing workflows efficiently, adapting designs to evolving client feedback, and ensuring a seamless end-user experience
- Maintained professional, client-centered communication that fostered trust, strong relationships, and repeat collaborations

PROJECTS

Independent Study: Game Development Pre-Production | Academic | Gadot, Procreate, Figma, and Adobe Illustrator | May 2025 – Present
- Led the pre-production planning for a hypothetical video game, designing UX/UI workflows, writing plot and decision trees, wireframes, and design mockups to experience translating abstract concepts into actionable development plans
- Creating a portfolio of 20+ visual and design assets, including character concepts, environment layouts, and storyboards, supporting potential future collaborative projects
- Developing 15+ interactive prototypes in Figma, iterating designs via Procreate based on usability principles to ensure intuitive navigation and engaging user experiences
- Conducting an informational interview with a games industry professional, integrating insights into design decisions and pre-production workflow documentation

Project: Alith | Independent Comic Book Project – Global Collaboration | Personal | Procreate, Clip Studio Paint, Microsoft Teams, Smartsheet | May 2025 – Present
- Lead creative and organizational efforts for a collaborative comic book project involving artists from 3+ countries, overseeing and participating in storyboarding, final art assembly, cover design, and narrative development
- Developed 400+ detailed storyboards, translating narrative concepts into visual sequences that guided international artists through primary graphic production
- Organized, cleaned up, and compiled final artwork using Procreate and Clip Studio Paint, ensuring high-quality, publication-ready pages and visual continuity across the project
- Managed project timelines, artist communications, and task tracking in Microsoft Teams as well as Smartsheet, coordinating across time zones to arrive at planned creative milestones

"Frog Samurai" Animation | Academic | Adobe Photoshop, Autodesk Maya, Blender, Adobe Premiere Pro, Adobe After Effects, Microsoft Excel | February 2025 – March 2025
Completed within an advanced animation course that focuses on independent group production. Students worked with one another to complete several short form animations throughout the semester. The class emphasizes learning how to composite media and work through a production pipeline
- Led a team of 3 artists across 2D, 3D, and compositing art mediums to produce a complete animation short film, managing project timelines, task allocation, and cross-medium coordination
- Served as project manager, developing detailed production schedules, outlined required assets, and ensured all milestones were met on time
- Created 3D models in Blender as well as Autodesk Maya and participated in animation cell coloring in Photoshop for animation sequences, contributing directly to the visual quality and consistency of the project as well as overseeing it
- Delivered a complete animated project on schedule using Microsoft Excel, meeting all course objectives and demonstrating effective leadership, cross-disciplinary collaboration, and technical skill

LEADERSHIP & ACTIVITIES

Exodus at Virginia Tech Fundraising Chair | Microsoft Excel, Adobe Illustrator, Canva, Smartsheet | May 2025 – Present Day
- Led fundraising events and merchandise design for Exodus at Virginia Tech, a dance cover club. Managing the creation, promotion, and sale of various merchandise for over 300 members and family, while coordinating with other executive board members to maximize revenue and event attendance
- Organized design, production, and distribution for merch, balancing creative design with project deadlines to consistently deliver high-quality results on schedule
- Through event management and merchandise creation, club funds have been increased by over 250% in only four months
- Managed online and in-person sales platforms (Venmo), optimizing workflows to ensure smooth purchasing and fulfillment experiences, processing over 100 orders and counting

SKILLS
Design & Creative Skills:
UX/UI Design, Visual Storytelling, Interactive Prototyping, Storyboarding, Illustration, Motion Graphics, 3D Modeling , Graphic Design, Concept Development, Color Theory, Scrum application and development

Project & Technical Skills:
Cross-Disciplinary Collaboration, Task & Workflow Organization, Fundraising & Merchandising, Client Communication, Social Media and Digital Campaign Promotion, Agile Project Production, Figma, Adobe Illustrator, Adobe Photoshop, Adobe After Effects, Blender, Autodesk Maya, Procreate, Clip Studio Paint, Smartsheet, Microsoft Excel, Microsoft Teams