

Ashley Schultz

ashleyschultz0601@gmail.com | [Design Portfolio](#) | [LinkedIn](#)

Professional Summary

I am a creative and technically-driven designer with expertise in textile innovation, CAD, and prototyping. My background in industrial design and fine art allows me to blend aesthetics with functionality, creating market-ready, high-performing designs. I am passionate about material innovation and cross-functional collaboration to deliver exceptional products.

Education

Master of Science, Engineering Design Innovation

Northwestern University | 2023 - March 2025

- Focus: Industrial Design, Human-Centered Design, CMF, Softgoods

Bachelor of Arts, Art Theory & Practice

Northwestern University | 2019 - 2023

- Focus: Visual Design, Color Theory, Textiles
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Professional Experience

Textile Innovation Intern

Kontoor Brands (Wrangler & Lee) | Summer 2024

- Developed innovative textiles integrating performance, sustainability, and aesthetics.
- Contributed to FW2026 apparel collection, blending market research and material innovation.
- Collaborated with cross-functional teams to align textile solutions with commercial strategies.

Visual Design Intern

The HomeMore Project (non-profit) | Summer 2022

- Collaborated with the design and marketing teams to enhance brand identity and messaging across social media platforms and the website. Contributed to the development of cohesive visual content that elevated the brand's presence.
- **Employee of the Month** – August 2022

Teaching Assistant, Design Coach

Northwestern University | 2024 - 2025

- Assisted first-year design graduate students with design critique, refinement and assignment feedback.
 - Coordinated communication and scheduling between project teams and research participants.
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Key Skills

- **Apparel Design & Development:** Experience creating innovative, brand-aligned designs.
 - **3D & Digital Design:** Skilled in Adobe Suite, SolidWorks, KeyShot, and Blender.
 - **Material & Textile Innovation:** Skilled in textile and fiber research, with a focus on performance testing.
 - **Trend & Market Analysis:** In-depth understanding of market trends to create consumer-driven designs.
 - **Cross - Functional Collaboration:** Experienced in working with engineering, development, and material teams.
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Additional Experience

Division 1 Student-Athlete, Softball

Northwestern University | 2019 - 2023

- Developed critical teamwork, communication, and resilience skills through 30+ hours per week in training, practice, and competition.
 - Dean's List: 2021, 2022, 2023
 - Academic All-Big Ten: 2021, 2022, 2023
 - Distinguished Scholar Award: 2022, 2023
 - NFCA All-America Scholar-Athlete: 2021

Segal Design Certificate

Northwestern University | 2019 - 2023

- Focused on design thinking, innovation, and practical problem-solving within industrial design, applying these principles to real-world projects.