VINCENT J·F ASHTON

DESIGNER & TECHNOLOGIST

UX DESIGNER

Primarily an agency specialist, Vin is a multi-talented industry veteran with 14 years in front-end design, starting back when the self-named business went full time. Even more experience in creative arts, training design, and technology management, with a full-stack skillset. Also a high value manager of UX teams, through hires, training, budgets, brainstorms, design approval, and implementation of creative business plans.

Main Dev Skillsets:	*Some Dev Experience:*	*Technician Skills:*
· HTML, CSS, PHP	· HTML5 Canvas	· GREP / Reg Express
· Javascript	· Sass / SCSS / CSS Vars	· Terminal (Unix/Linux)
· Bootstrap	· PHP / iOS apps	· PowerShell
· JQuery	· Apache, SQL	· Bash Scripting
· XML, JSON	· NodeJS	· Batch Scripting
	· Python	· Windows PC OS
Read full résumé and skill	· Ruby on Rails	· Apple Macintosh OS
detail online at vashton.com	· ASP.NET	
along with work samples	· Git, GitHub	
and additional experience.		

Other Skillsets:	*Common Design Areas:*	*Systems Experience:*
· Creativity	· UX / UI Design	· Jira, Asana, Slack, Trello
· Project Management	· Web, Email, App, Kiosk	· Wordpress
· Graphic Design	· Mobile / Responsive	· Drupal
· Adobe Creative Suite	· Content / SEO	· Kentico
· Office Suite Productivity	· Copywriting	· Sharepoint
· Storyboarding / Prototyping	· Accessibility	· Joomla, Blogger, Tumblr
· Animation	· Usability Studies	· Adobe Captivate,
· Videography	· Budgeting / Scheduling	Articulate Storyline,
· Streaming	· Documentation	Camtasia, Catapult, ScormCloud
· Courseware	· Admin Training	· IBM Silverpop (Acoustic),
· Advertising	· Analytics	Constant Contact, MailChimp,
· CM / CRM Systems	· Custom Reporting	Survey Monkey, Pardot, Emma
· Online Business Management	· Network Audits	· Infusionsoft, HubSpot
· Social / Marketing Systems	· User Management / Security	· Salesforce, ServiceNow

EXPERIENCE

2016—2020:   *Raytheon Intelligence & Space*

· Industrial / Interactive Graphic Artist
Conceptualized, produced, animated, and manipulated complex interactive media used in training and courseware that enhanced and conveyed learning objectives for a variety of industries and deliveries including ePublishing, Web Based Training (WBT), Interactive Distance Learning (IDL), Virtual Classroom Training (VCT), and Instructor Led Training (ILT). Managed diverse sets of LMS / LCMS systems and worked in GIFT, xAPI, and SCORM. Developed 2D/3D artwork, technical illustrations, schematics, manuals, digital painting, photo, video, and audio that was deployed for print, web, and mobile. Also helped localize programs for dozens of countries and languages, especially French and Spanish.

· Project Management
Collaborated with curriculum design team, internal and external clients, on content designs, workflows, budgets, and schedules with a high level of organization, documentation, and team communication in a fast paced environment. Multi-tasked multiple media projects while developing conceptual and technical variables on new processes, automating courseware production, training groups of new contractors, incorporating external media into deliverables, and collaborating with international vendors.

2008—2016:   *Uproar Communications Ad Agency*
Made complete use of skill set under 2 titles and hundreds of roles, working on a small team
for a diverse clientele, local and national, spanning nearly every medium and industry category.
Web portfolio alone numbered sites in the thousands. Also provided prolific technical writing,
systems analysis, secret shopping, and much more.

· Graphic Designer
Purpose driven graphics, illustrations, branding, templates, copywriting, and UI/UX designs created
for communications, pre-press, booklets, manuals, annuals, mailers, packaging, web, mobile, social,
video, kiosks, presentations, pitches, and reports. Automated publishing workflows. Trained interns
on production and Adobe systems.

· Animator
Expert level 2D animation, with some minor 3D artwork and character design, created for Flash,
HTML5, YouTube, social platforms, and presentation video. Transformed art from sketch/storyboards to
illustration to animation and final product, creating workflows with the creative department to expedite
production. Also produced a large annual run of animated Christmas shorts for multiple clients.

· Inbound Marketing
Grew and maintained a marketing database of over a quarter million contacts by devising, presenting,
and implementing digital strategies and UX to create contacts and sales with ROI reports customized
to each client. Developed emails and landing pages, with social APIs, designed to generate leads and
accompany larger external campaigns.

· Design Tech Manager
Created and managed a new department of technicians for the agency. Interviewed and trained new
employees to handle technical development such as web content management, HTML/CSS/PHP coding,
email marketing, video, social API, digital strategy, SEO, inbound marketing, analytics, reporting,
infographics, web marketing audits, user studies, documentation, scripting, digital project management,
file architecture, spec, templates, archiving, and general IT. Collaborated with clients, vendors,
and contractors to fulfill web and app development contracts. Also managed network security
and user administration.

2007—2008:   *Online Solutions, Web Developer and IT Intern*
2005—2007:   *Washtenaw Community College, Visual Arts Department, Teacher Assistant*

2001—2021:   *Vincent J·F Ashton, Designer & Technologist — Owner / Art Director*
Served the community with an assortment of graphic design services, including business advising,
corporate identity, logos, business cards, letterheads, book and album covers, posters, fliers, projections,
door hangers, postcards, signage, photo retouching, photo compositions, 2D/3D artwork, illustrations,
and with a wide range of web design services, HTML, CSS, and site debugging.

· Student Entrepreneur
Volunteered services in multimedia projection, graphics, and data entry starting in Junior High.
Quickly began accruing income creating slideshows, presentations, animations, prints, and photo
retouching, often working with instructors on ILTs for same-day turnover. Known for professional
demeanor, strong work ethic, critical thinking, and time management skills.

· Full Time Business
Became personally self-sufficient on freelancing web and graphic services by 2007, sourcing clients,
setting deadlines, meeting with project stakeholders, budgeting, and billing.

EDUCATION   2008:   Bachelor Degree in Technology Management, Eastern Michigan University.
2006:   Associate Degree in Graphic Design Technology, Washtenaw Community College.
2005:   Certificate in Graphic Design, Washtenaw Community College.

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