Vincent J·F Ashton
– Designer & Technologist

Unformatted Resume for HR / ATS

With 20 years experience in visual arts and technical work, 12 years in-agency, Vin is known for his high detail personality, and is looking for a collaborative team environment with a diverse clientele.

## SKILLS

Creative branding, graphic design, typography, schematics, and illustration for optimal UX in web, advertising, print and product. Veteran presentation design, animation, videography, projection, and multimedia. Adobe professional services, especially InDesign, as well as full-stack web, app, and email development. Also high-value project management with guru level computing expertise and a passion for lists and spreadsheets.

Core Skillsets: Creativity, Project Management, Graphic Design, Adobe Creative, QuarkXPress, Full-Stack Web Development, Storyboarding and Prototyping, Animation, Videography, Voice Work / Narration, Email / Marketing Systems, Content Management Systems, Office Productivity, Online Business Management, Production and Team Support.

Favorites: creative team brainstorms, typography, grids, classic design, book layout, style sheets, data merging, RFPs/RFIs, pitches, budgets, audits, annuals, training and curriculum design, email design, coding, and automation, Mac/Unix/Linux based development.

*See* Skill Detail *section near the end of this document.*

## EXPERIENCE

### Raytheon Intelligence & Space. 2016–2020

##### 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). 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.

##### Voice Over Artist

Voiced projects and characters for multiple clients, including an entire curriculum of course narration, sometimes spending full days site-reading in a professional studio and collaborating with audio engineers. Also performed minor edits and formatting to tracks and scripts.

##### 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.

* Web and Graphics Development Tools: Adobe Creative Suite, Especially Adobe InDesign (E-publishing), Especially Adobe Animate (Flash animation), ActionScript 3, Canvas and HTML5, JavaScript, NodeJS, SharePoint, Git, XML, JSON, HTML, CSS.
* Courseware Development Tools: Articulate Storyline, Adobe Captivate, Camtasia, Catapult, ScormCloud, Various LMS and LCMS (Learning Content Management Systems), XML, JSON, GIFT, xAPI, SCORM.

### Vincent J·F Ashton, Graphic Design – Freelance. 2000–Present

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 in 2007, sourcing clients, setting deadlines, meeting with project stakeholders, budgeting, and billing.

### Uproar Communications Ad Agency. 2008–2016

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.

##### Voice Over Artist

Provided narration, voice acting, and sound effects for animations, video, and presentations, as well as composing and editing music accompaniment.

##### 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.

### RE/MAX Crossroads III. 2008

Created and maintained photo and marketing provisions in print and online. Scheduled and traveled to photoshoots with customers. Created VR tours using a 360 camera. Photoshopped enhancements in batches. Designed and maintained print compositions for fliers, signage, and publications. Implemented geo-marketing with Google Maps, MLS, and other databases. Also circulated signs, as well as managed color copier production and geographic activity lists.

### Online Solutions. 2007–2008

Marketed clients online through web design, cross browser debugging, PHP, HTML and CSS coding, meta optimization, UI and content design, animation, and website setup.

### Washtenaw Community College, Visual Arts. 2005-2007

Assisted students and teachers through training, demonstrations, and technical support in Adobe / Macromedia Creative Suite, QuarkXPress, web development, and minimal debugging in Flash ActionScript 3 and Autodesk Maya. Also print production and lab management.

### AutoZone. 2005–2006

Contributed to store through sales and customer satisfaction as a cashier and customer service representative, as well as stocking.

## COMMUNITY

### PineView Church Children's Department. 1995–2019

Teacher, music DJ, sound engineer, performance artist, puppeteer, and janitor, creating educational and recreational environments designed to develop a compassionate outlook within students with supportive psychological and behavioral skills through a dynamic presentation of The Bible.

### PineView Church Services Department. 2001–2020

Coordinated and premiered time-sensitive multimedia, ran and serviced equipment, and pooled resources with other team members, volunteers, instructors, and departments as a technical producer, with extensive service in: projection and videography, multimedia software, streaming, production, graphic design, web, academic services, and other services.

## EDUCATION

* 2008: Bachelor of Science Degree in Technology Management from Eastern Michigan University
* 2006: Associate of Applied Science Degree in Graphic Design Technology from Washtenaw Community College
* 2005: Associate of Applied Science Degree in Graphic Design Technology from Washtenaw Community College
* 2004: High School Diploma with honors from Apostolic Christian Academy

## HONORS

* 2016: Certificate of Appreciation for Outstanding Contribution towards Children's Ministry, PVC.
* 2007: "Expanded Photo" placed into WCC permanent collection.
* 2005: Dean's Honor Role, WCC.
* 2000: Regional Finalist, Siemens-Westinghouse Science and Technology Competition. "The Optimization of an Electric Vehicle."

\_\_\_\_\_\_\_\_\_\_\_\_

## SKILL DETAIL

Creativity

Project Management: ROI Focused, Agile Methodology, Team Communication, Action Based Management, Technology Management, Total Quality Management, Six Sigma, Automation, Budgeting, Scheduling, Documentation, Training, Network Monitor, Server Management, Archival Services. Git, GitHub, Jira, Asana, Slack, Trello, Basecamp, Monday.com, Google Drive, Evernote, Dropbox, and Box.

Graphic Design: Advertising, Branding, Typography, Illustration, Photography, Schematics, Storyboarding, Infographics, Data Merging, Spec Sheets, Visual Communications, Communications Design, Pre-press, Print and Package Design, UX/UI Design, Web Design, Mobile Design, App Design, and Accessibility.

Adobe Creative Professional: InDesign, Acrobat, Illustrator, Photoshop, Lightroom, Reader, Bridge, Premiere, After Effects, Animate (Flash), Actionscript 3 +2, Audition, Fireworks, Muse, Pagemaker, LiveMotion, GoLive, and Dreamweaver.

QuarkXPress Desktop and Digital Publishing Software

Full-Stack Web Development: Core: HTML, CSS, PHP, Apache, Javascript, Bootstrap, JQuery, XML, and JSON. Intermediate Level, PHP applications, SQL, NodeJS, and Javascript development. API Experience in Google Earth, Facebook, Twitter, Google, IBM Silverpop Engage, Mozilla Firefox, and Entrata. Introductory Experience with Ruby on Rails, Python, ASP.NET, and AJAX.

Storyboarding and Prototyping

Animation: Lead Animator, Key Animator, Puppeteer, Storyboarding, Character Design, World Building, Audio Production, NOTION Music Composition and Performance Environment, Voice Over / Narration, Adobe Animate (Adobe Flash), Actionscript 3, Actionscript 2, SWiSH Max, HTML5, and CSS animation.

Videography: Photography, Multimedia, Camera Operator, Grip, Timing, Stage Lighting, Rigging, Follow Spot Operator, Live Video Mixing / Video Switching / Video Processors, Projection, Kiosking, AV DJ / VJ - Audio Visual / Disk Jockey / Video Jockey, Audio DJ, Microphone and sound systems, Streaming, Editing, Reformatting, Audio Production, Music Composition, Voice Over / Narration, Scripting, Scheduling, Site Administration, Archival services, Adobe Premiere, Adobe After Effects, Adobe Animate (Flash), VLC Media Player, Quicktime, Handbrake, and Notion Music Composition and Performance Environment.

Streaming: VLC Media Player, YouTube / Live Hangouts, Facebook, Skype, Open Broadcaster Software (OBS), Adobe Flash Media Live Encoder, Live Stream (Vimeo / Mogulus), Ustream, and Twitch.

Voice Work / Narration

Email Marketing Systems: Hand coded email design and API support experience in the following systems: Silverpop (now Acoustic), Constant Contact, MailChimp, Survey Monkey, Pardot, Emma, Hootsuite, IFTTT, Salesforce, ServiceNow, Infusionsoft, and HubSpot.

Content Management Systems: Wordpress, Blogger, Drupal, Tumblr, Joomla, SharePoint, Kentico, Entrata, RentCafe, and Yardi.

Office Productivity Software: Microsoft Office: Excel, PowerPoint, Project, SharePoint, OneNote, Word, Publisher, FrontPage, Windows Movie Maker, Skype, Outlook, Exchange, Access, and Visio. Google Suite: GMail, Analytics, Drive, Google+, Google Maps, Google Business, Docs, Sheets, Forms, Slides, Sites, Hangouts, Calendar, and Webmaster Tools. Alternatives: Apache OpenOffice, LibreOffice, StarOffice, and Zoho Workplace. Apple iWork: Keynote, Numbers, Pages, Automator, Quicktime, GarageBand, and iMovie. IBM: Lotus Notes, Lotus Sametime, and Silverpop Engage. Technician Skills: GREP / Regular Expression, Terminal, PowerShell, Bash Scripting, Batch Scripting, and expert level computer skills Windows PC / Apple Macintosh.

Online Business Management: From national commercial to local non-profit and the great SME - Directory Systems, Online Advertising, Domain Advertising, Geotagging, Brand Watch, SEO, Copywriting, CRM Systems, Data Analysis, Network Monitor, Server Management, and Archival Services. Notable Directory and Social Services: Google, Yelp, Twitter, Facebook, LinkedIn, YouTube, Pinterest, Flickr, Foursquare, Instagram, and Craigslist.

Production and Team Skills: Technology Management, Marketing, Analytics, Analysis, Usability Studies, Reporting, Project Coordination, Proposal Pitches, Presentations, Automation, Copywriting, Editing, Data Merging, Database Marketing, Digital Marketing, Inbound Marketing, Secret Shopping, Content Marketing, Marketing Communications, Training and Documentation, Tutorials, Technical Manuals, Annual Reports, and Brand Audits. Expert level computer skills PC and Apple Macintosh.

#### Community Based Skill Detail:

Multimedia Software Experience: Producing and training users in a multiplicity of multimedia software, including but not limited to PowerPoint, Keynote, Impress, Adobe Reader, MediaShout, ProPresenter, eWorship, VLC Media Player, Handbrake, Quicktime, Window PC / Apple Macintosh OS.

Production Services PVC: Script design, Workshopping, Performer, Actor, Voice Over / Narration, Scanning, Color copy production, Copy editing, Data entry, Site Administration, Editor training, Room setup, Supply Shopping, Food and janitorial services

Web Services PVC: Website design, Content management, Copywriting, Debugging, and Wordpress services.

Graphic Design Services PVC: Slideshows and kiosking photoshop print and screen infographics brochure and poster design illustration t-shirts and logo and campaign development.

Academic Services PVC: (Pineview Academy / Apostolic Christian Academy / Permanently Closed) Lab tech, Projectionist, Sound engineer. Teacher/Classroom Assistant: Basic computing, Design, Microsoft Office, and CPR.

Other Services PVC: Managing and training workers, teaching users in basic computing, design, Office, user interface training, mapping workflows and creating storyboards, and other performance arts.

## META

#### Official Titles:

Art Director, Graphic Designer, Interactive / Industrial Graphic Artist, Design Tech Manager, Marketing Coordinator, Marketing Specialist, Web Designer, Front-End Developer, IT Intern, Teacher, AV DJ / VJ, Technical Producer, Multimedia, Lab Assistant / Teacher Assistant, Customer Service Representative.

#### Possible Titles:

Project Manager, Design Technology Manager, Creative Director, UI/UX Designer (User Interface / Experience), Instructional Designer, Pre-Press Print Designer, Digital Typesetter, Graphics Production Artist, Communications Designer, Digital Content Manager, Digital Project Manager, Infographics Designer, Animator, Analytics Consultant, Branding Specialist, Email Marketing Specialist, Technology Specialist, Technical Writer, Proofreader, AV Technician, Video Editor, Motion Graphics Designer, Data Analyst.

#### Keyword Alts:

Project Manager: TQM, Total Quality Management, 6σ, Six Sigma.

Graphics Design: Pre-press, Prepress, UX Design / UI Design / GUI Design, UX/UI Design (User Experience Design / User Interface Design).

Adobe Creative Suite / Adobe Creative Cloud / Adobe 10 CS CS2 CS3 CS4 CS5 CS6 / Adobe CC: Adobe InDesign, Adobe Acrobat, Adobe Illustrator, Adobe Photoshop, Adobe Lightroom, Adobe Reader, Adobe Bridge, Adobe Premiere, Adobe After Effects, Adobe Animate (Adobe Flash Professional), Adobe Actionscript 3 +2, Adobe Audition, Adobe Fireworks, Macromedia Fireworks, Adobe Muse, Adobe Pagemaker, Adobe LiveMotion, Adobe GoLive, Macromedia Dreamweaver, and Adobe Dreamweaver.

Email Marketing Systems: Martech, Acoustic Campaign, MailChimp, Mail Chimp, IFTTT - If This Then That, ServiceNow, Service Now, HubSpot, Hub Spot.

Office Productivity Software: Open Office, Libre Office, Star Office. IBM Lotus Notes, IBM Silverpop Engage, MS Office, Microsoft Office 365.

Raytheon Intelligence & Space, Raytheon Intelligence and Space, Raytheon Technologies, Raytheon Professional Services. Graphic Artist - RTX:RIS:RPS:GA

\_\_\_\_\_\_\_\_\_\_\_\_

Call 734-992-7402 to request an interview or portfolio review.

See full resume detail and industry experience:

<http://vashton.com/resume>

<http://linkedin.com/in/vashton>