
MICHAEL ASH

GRAPHIC DESIGNER

PROFILE

I am an experienced graphic designer with experience in computer animation, desktop publishing, illustrations, typography, and graphic layout.

My focus is to provide timeless, relevant designs that are beautiful to look at, while being keenly aware of the importance of completing assignments on time and to the total satisfaction of the client.

CONTACT

951-314-5450 (Cell)

Oceanside, California

www.michaelsash.com

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SKILLS

Adobe CC

Photoshop / In-Design / Illustrator

HTML / CSS

Digital Manipulation

Illustrations

Digital SLR

Video Editing

Windows / Mac

WORK EXPERIENCE

GRAPHIC DESIGNER @ EMPI Inc.

2007 - 2020 / Anaheim, California

I design and develop graphic designs and artwork for advertising and marketing materials, including magazine advertisements, bi-weekly sales flyers, social media posts, package design, brochures, direct-mail pieces, posters and web sites (www.empius.com). My advertisements have been in several Volkswagen based magazines, including HotVWs Magazine, VolksWorld and AirMighty. I am responsible for the photography, sorting, and cataloging of over 6,000 product shots, as well as creating / producing the yearly 500+ page VW catalog (both print and online versions). Photo-manipulation, air-brushing, illustrations, color correcting, and product development are also my responsibility. I assist with the R&D team, as well as the New Product Development team in designing and blueprinting new products. I am also the producer and editor of the EMPI VW Instructional Youtube videos (<https://www.youtube.com/user/EMPIHPMX>).

DIRECTOR OF GRAPHIC DESIGNER @ Zadro Products Inc.

2006 - 2007 / Huntington Beach, California

My focus was on package design, package printing, color check and image manipulations, as well as any and all newspaper / magazine advertisements. I photographed, sorted and cataloged all products shots and assisted R&D in product design, product development and product redesigns. I also coordinated with overseas printers and manufacturers on printing and product specifications.

SENIOR GRAPHIC DESIGNER @ DREAM Magazine

2005 - 2006 / Scottsdale, Arizona

I was responsible for the layout and design of the monthly men's magazine, "DREAM Magazine". That included creating web-based and print based marketing materials for the promotion of "DREAM Magazine", as well as performing photo-manipulation, air-brushing, and various Photoshop skills to artwork and models.

EDUCATION

ART INSTITUTE OF CALIFORNIA - SAN DIEGO, CA

2002 / Cert. 3D Animation

ART INSTITUTE OF CALIFORNIA - SAN DIEGO, CA

2001 / Cert. Desktop Publishing / Graphic Design

NATIONAL UNIVERSITY - SAN DIEGO, CA

2000 / Bachelor of Arts, Media and Multimedia Arts

PALOMAR COLLEGE - SAN MARCOS, CA

1998 / Associate of Arts, CAD Drafting / Multimedia