

Sandy Ashton

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Lucky Human
Art & Design by Sandy Ashton



Portfolio luckyhumandesign.com

Id Ps Ai Pr An Office macOS / PC

If you see me staring into the sky I'm probably working on a new concept or analyzing the font on an advertising billboard. Please know that I am ok. :)

I specialize in print design having worked in the Printing/Publishing industries for most of my working career. However, this didn't stop me from learning web design or making my first animation in 2022.

I will never stop creating art that makes me laugh. You can't make me. I'm inspired by the beautiful and silly creatures that we share this planet with. If you ask me we are the lucky ones.



About



Introduction to Book Design
Toronto Metropolitan University
Sep 2023 - Dec 2023

Digital Media Skills Certificate
OCAD University
Sep 2020 - Mar 2023

- Introduction to Web Design
- Type and Image Studio
- Basic Design Principles
- Colour Theory for Digital Design
- Editorial Design Studio

Book & Magazine Publishing Certificate
Centennial College
Sep 2006 - Jun 2007

- Writing for Publication
- Book & Magazine Editing
- Book Production
- Elements of Publication Design
- Book and Magazine Marketing

George Brown College
2008 - 2009

- Typography for Digital Publishing
- Introduction to Digital Publishing

Udemy Skills Upgrading
2020 - 2020

- Introduction to Illustrator
- Advanced Photoshop

Fun

- Painting
- Running
- Graphic Design
- Digital Art
- Volunteering



Employment



Production Artist, Covers
Harlequin, Toronto ON

Apr 2022 - Oct 2024

- Retouched photos for perfect flawless covers.
- Preflighted files to prevent undesirable printing results.
- Typeset copy for Harlequin series covers.
- Proofread copy at to ensure accuracy and style.
- Built and updated cover templates.
- Tracked all stages of production for team visibility.
- Ensured all Art and Editorial teams stayed on schedule.
- Decorating plate builds.
- Galley cover design.

Print Department Administrator
InvestorCOM, Brantford ON

Jul 2014 - Mar 2022

- File preflighting, resizing, cropping, and imposition.
- Generated soft proofs for marketing clients.
- Designed InvestorCOM marketing collateral.
- Communicated client specifications to the Print team.
- Generated print costs for invoicing.
- Ordered print room paper and supplies.
- Managed InvestorCOM's FSC certification.

Marketing Coordinator

L P International Inc., Brantford ON

Sep 2011 - Nov 2013

- Responsible for all advertising and direct mail design.
- Managed relationships with publishers.
- Wrote engaging marketing copy for ads and email blasts.
- Researched new marketing opportunities.
- Product photographer and videographer.
- Produced and edited marketing videos.

Administrative & Professional Development Coordinator
Magazines Canada, Toronto ON

Oct 2008 - Mar 2011

- Designed newsletters, brochures, logos, and web graphics.
- Updated website content.
- Administrative duties.