

MICHAEL ASH

San Diego, California

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.

WORK EXPERIENCE

MIADVG

Senior Visual Designer II

Irvine, California

2021 - Present

- Developed and executed social media advertising campaigns across platforms such as Meta, Instagram, TikTok, Bing and Google.
- Created any internal documentation, presentations and any operational creative such as stationery, business cards, holiday cards and branding guidelines.
- Aid in brainstorming and marketing design.
- Maintain and catalog photography and illustrations.

CryoHeat

Media and Marketing Director

Oceanside, California

2020 - 2021

- Created online marketing and branding materials for the CryoHeat social media platforms.
- Responsible for photographing and cataloging products, as well as laser-etching all products with identification markers.
- Edited and maintained the current CryoHeat website, and managed all online product sales, distributions and inventory control.
- Created and produced all merchandise, as well as run the Direct Jet 330TX Direct to Garment printer.

EMPI Inc.

Senior Graphic Designer

Anaheim, California

2007 - 2020

- Designed and developed graphic designs and artwork for advertising and marketing materials, including magazine advertisements, brochures, direct-mail pieces, posters, and web sites (www.empius.com).
- Responsible for the creation and upkeep of EMPI's VW Parts Catalog, Drive Axle Catalog, and C.V. Joint Boot Catalog.
- Create and update the online VW Parts Catalog, Drive Axle Catalog, and C.V. Joint Boot Catalog at www.empius.com
- Responsible for the photography, sorting, and cataloging of over 6,000 product shots.
- Work with the R&D department to catalog new products and axles.
- Perform photo-manipulation, air-brushing, and various Photoshop skills to product shots as needed.
- Shoot and edit all instructional videos for the EMPI YouTube channel.

EDUCATION

Art Institute of California

Certificate in Desktop Publishing / Graphic Design

San Diego, California

2001

National University

Bachelor of Arts in Media and Multimedia Arts.

San Diego, California

2000

ADDITIONAL SKILLS

Adobe Creative Suite, Canva, HTML, Digital Manipulation, Illustrations, Video Editing, Digital SLR