



## ALLISON ASHTON/Graphic Designer

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**Career Objective:** To obtain a rewarding Graphic Design position in a creative environment.

**Career Summary:** As a Graphic Designer I have designed and produced brochures, mail-outs, catalogs, ads, tradeshow panels, annual reports, and e-blasts. And have worked with hand-coding HTML, Dreamweaver for web and CSS (Content Management System) for specialized websites. I am detailed oriented and always looking for ways to help a company save money in design as well as the process of getting there. Having implemented traffic meetings weekly, creating a time sheet for logging time and organizing an archiving system. I am confident in taking a job from concept to completion or to take a job at any stage of the process and completing it. I've worked with clients solely or in a team effort to complete a print or web project.

**Critical Skills:**

- Communicate visually a companies message
- Design to Print
- Strong communication and presentation skills
- Self-motivated, good organizational skills, strong attention to detail and excellent follow-through

**Professional Experience:**

09/10 – 10/10 **Clearpoint Technology/Agency** – contract work for Academy

**Graphic Designer**

- *Clean-up images*  
sports apparel ie., tennis shoes, t-shirts, caps, sports clothes, gloves and other sports equipment.

07/10 – 08/10 **Clearpoint Technology/Agency** – contract work for Tramontina

**Graphic Designer**

- Tramontina produces several types of cookery from stainless steel and cast iron.
- Edit images in Photoshop.  
Clean up a variety of digital images of their stainless steel cookery and creating jpgs of different sizes.
- Assisted in helping mount large cardboards with two-sided tape, adding graphic design package arte to the card board for packaging presentation.

02/09 – 07/10

**Freelance Designer**

- Updated websites
- Designed and produced tri-fold brochures, logos and specialized business cards.
- Photo-shoots, photo touch-ups for specialized print companies.
- CMS updates for Hart Energy Publishing company.
- Help layout and edit brochures, catalogs for Weatherford.

08/08 – 01/09

**The CreativeGroup/Agency** – contract work for Baker Hughes

**Graphic Designer**

- Created miscellaneous brochures and ads.
- Revised HS&E (Health, Safety & Environmental) brochure from English to Russian, revising graphics and images from English to Russian.
- Designed and produced Baker Hughes 2009 calendar (printing 25,000) and a special internal children's award's calendar. (Printing 5,000) worked in both InDesign and QuarkXpress software.

09/05 – 07/08

### **Sabre Marketing**

#### **Graphic Designer**

- Designed specialized exhibit booths produced for OTC for Weatherford, Geomechanics and JDR Cable.
- Working with Account Executives, designed web sites and collateral material and/or clients on various print, web, e-blasts and trade show exhibit panels.
- Provided conceptual design, layout and/or image manipulation for pocket brochures, exhibit booths, posters, web sites, invitations and e-blasts.
- Prepared art for both print and web output.
- Kept an organized archiving system going for finished jobs.

04/04 – 08/05

### **Freelance Designer**

- Graphic work for design firms, printers and other short-term graphic projects designing brochures, logos, updating websites, photo touch ups and other print media.

03/03 – 12/04

### **Graphic Designer** – contract work for Savage Design, Clear Channel and Halliburton

#### **Graphic Designer**

- Helped with production work for several of the client's annual reports.
- Organized pages of annual reports. Printing 10,000-30,000 on their various client's annual reports.
- Worked directly with clients/printers on cover designs for internal binders and production projects.
- Created graphics for OTC 2003. Helped in producing and updating internal brochures. Illustrated equipment from Halliburton's oil production equipment.

06/05 to Present

### **Martha Turner Realtor**

Watercolorist

Produced watercolor renderings of front elevations of selected homes for Martha Turner Properties for marketing their properties. Renderings printed in Martha Turner's "Properties" magazine.

#### **Computer Skills:**

Mac or PC environment	PowerPoint
Adobe Suite CS4	Excel
QuarkXpress	Microsoft Word
Watercolorist	

#### **Education:**

### **Art Institute of Houston, Houston, Texas**

Associates Degree-Commercial Art

#### **Special Interest:**

9/98 to 09/05

### **Glassel School of Art**

Classes in watercolor, under the tutelage of Arthur Turner. Learned a variety of watercolor techniques. My expertise is in portraits, nebulae, galaxies and water scenes. I have shown my work at art fairs in Playa del Carmen, Mexico, Christ Church Cathedral, Houston and at Artisan Field's art shows.