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# ASHTON SMITH

GRAPHIC DESIGNER

## ABOUT

Detail-oriented graphic designer with a demonstrated history of book cover, sports, and advertising work. Skilled in photo editing and layout design with a mastery of the Adobe Creative Suite, specifically Photoshop, Illustrator, InDesign, and Lightroom. Past projects range from book jacket design to social media graphics to freelance photography.

## SKILLS

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Lightroom

DSLR Photography

## EDUCATION

**THE UNIVERSITY OF ALABAMA** | AUGUST 2019 - MAY 2023

Bachelor of Arts (4.12 GPA)

Advertising with a Creative Specialization and a Minor in Art  
Minerva Portfolio Program

Bachelor of Arts (4.12 GPA)

Interdisciplinary Studies with a Depth Study in Books and Design

## EXPERIENCE

**FREELANCE PHOTOGRAPHER** | APRIL 2022 - PRESENT

- Partners with local graduates to deliver photoshoots that showcase each student's personality and course of study
- Organizes creative aspects of the photoshoots such as choosing locations and planning poses
- Sorts and edits photos that especially highlight each graduate and delivers them to the client in a timely manner

**RESIDENT ADVISOR** | JUNE 2021 - PRESENT

UNIVERSITY OF ALABAMA HOUSING AND RESIDENTIAL COMMUNITIES

- Oversees over 90 students each year and communicates housing department information when necessary
- Creates engaging bulletin boards in-line with the housing department's curriculum
- Organizes semesterly events to help residents make connections and provide opportunities for campus involvement

**GRAPHIC DESIGN INTERN** | MAY 2021 - PRESENT

CRIMSON TIDE PRODUCTIONS

- Creates designs for athletic programs across campus, including social media promotional graphics and print work, such as game programs and name tags
- Collaborates with senior-level graphic designers to brainstorm creative solutions and create materials to fit the brand identity chosen each school year
- Partners with other upper-level student production team members to lead more than 100 students through the internship program

**EVENTS COORDINATOR** | AUGUST 2019 - PRESENT

ERNEST AND HADLEY BOOKSELLERS

- Hosts weekly in-store and remote events for authors and attendees
- Creates, edits, and schedules weekly content to promote the store on Facebook, Instagram, and TikTok
- Engages with customers to recommend books and assist them in the store