



# ASHTON M. SMITH

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## About

A detail-oriented graphic designer with a demonstrated history of publishing, advertising, and marketing experience. Skilled in layout design and photo editing with a mastery of the Adobe Creative Suite. Proven track record in delivering captivating visual solutions that elevate brands and engage audiences.

## Skills

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Lightroom  
Adobe After Effects  
Adobe Premiere Pro  
DSLR Photography

## Education

### The University of Alabama

Bachelor of Arts (4.12 GPA)  
Advertising with a Creative Specialization and a Minor in Art  
Minerva Creative Advertising Portfolio Program  
Outstanding Senior in Advertising Award

Bachelor of Arts (4.12 GPA)  
Interdisciplinary Studies with a Depth Study in Books and Design

## Experience

### Freelance Designer & Photographer | April 2022 - Present

Ashton M. Smith Designs

- Visualizes book covers for self-published authors that align with individual genre and marketing needs
- Designed 30 book covers in 30 days for authors participating in National Novel Writing Month
- Conceptualizes logos, color palettes, and reference guides in branding packages for local businesses
- Partners with local graduates, couples, and businesses to deliver photoshoots that showcase each client's personality and brand
- Catalogs and edits photos that especially highlight each client and delivers them in a timely manner

### Layout Artist | December 2023 - Present

Artemax

- Collaborates with cross-functional teams, including customer service, sales, and production, to achieve accurate and high-quality digital and print-ready files
- Combines creative and technical skills to develop final products in adherence to brand standards
- Ensures error-free final deliverables through meticulous proofreading and attention to detail

### Designer | May 2023 - October 2023

Orange Hat Publishing | Ten16 Press

- Designed book covers and interiors in line with internal printing standards for children's picture books and adult novels
- Directed authors and illustrators through the design process by way of virtual and in-person meetings regarding the aesthetics of the project
- Assisted the art director and full staff in regular goal setting by providing insight into current publishing trends

### Graphic Design Intern | May 2021 - May 2023

Crimson Tide Productions

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

### Events Coordinator | August 2019 - May 2023

Ernest And Hadley Booksellers

- Hosted weekly in-store and remote events for authors and attendees
- Created and scheduled weekly content to promote the store on Facebook, Instagram, and TikTok
- Engaged with customers to recommend books and assisted them in the store