

# ASHLEY TUCKER

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## EDUCATION

**University of Denver** **Denver, CO** **2004–2006**

- B.F.A. in Electronic Media Arts Design
- GPA: 3.95 and Dean's List all academic terms
- Graduated Magna Cum Laude
- Awarded \$20,000 in merit-based scholarship

**Northwestern University** **Evanston, IL** **2002–2004**

## DESIGN + WORK EXPERIENCE

**HarperCollins Publishers, Senior Designer** **New York, NY** **2015–present**

- design interiors for 4-color cookbooks and lifestyle books and select 1-color fiction and nonfiction titles
- perform extensive retouching of photographs of authors, food, interiors, etc.
- perform color correction and pre-press procedures for PDF workflow titles
- manage and art direct freelance designers, compositors, and illustrators

**Addison Design, Designer** **New York, NY** **2014–2015**

- designed digital and print brand materials including annual reports, proxy statements, ads, and collateral
- developed infographics that uniquely communicate and visualize data
- designed websites and directed developers to build the sites according to design and functionality specs

**Clarkson Potter/Random House, Designer** **New York, NY** **2011–2014**

- designed interiors, covers, jackets, and components (cases, endpapers, etc.) for interior decorating books and cookbooks (approximately 12 books per year)
- developed concepts for celebrity and personality-driven covers and directed photography
- managed and art directed freelance designers, compositors, and illustrators
- oversaw and assisted photographer, food stylists, and prop stylists at photo shoots
- performed extensive retouching of photographs of authors, food, interiors, etc.
- performed color correction and pre-press procedures for PDF workflow titles
- oversaw initial print run on press to ensure accurate color

**Penguin Group (USA) Inc., Designer** **New York, NY** **2006–2011**

(Junior Designer: June 2006–July 2009)

- designed marketing and promotional materials including print and online ads, posters, invitations, and point-of-purchase displays
- managed and art directed freelance designers
- introduced HTML e-mails as a marketing tool
- created visual presentations used at seasonal sales conferences
- performed color correction and pre-press for newsprint ads
- designed 4-color Putnam, Tarcher, and Penguin Audio catalogs three times per year

**Yale University Press, Design Intern** **New Haven, CT** **Summer 2005**

- completed jacket layout mechanicals and prepared case specifications for all designers
- assisted designers in preparing interior specifications for independent typesetters

## ARTISTIC + TECHNICAL SKILLS

- highly skilled in InDesign, Illustrator, Photoshop, Dreamweaver, Power Point, Excel, and Word
- skilled in HTML