

Ashley Coates

Graphic Design & More



SUMMARY

Living & breathing all things Adobe, Ashley has devoted much of her life to design, retouching, & photography. She has a passion for branding & helping people figure out how they want their business to appear to the world. In her downtime she steps herself in fine art, surrounding herself with traditional, hands-on art & hobbies.

Contact

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Durham, North Carolina

Education

**BACHELOR'S OF FINE ARTS
// GRAPHIC DESIGN**
Digital Media Arts College
Boca Raton, Florida
2005-2008

Skills

Social Media Management
HTML & CSS Knowledge
Photo Manipulation
Cross Platform
Photography
Squarespace
WordPress
Adobe CC
Procreate
Affinity
SEO

WORK EXPERIENCE

WEB BRANDING/DOCUMENT ENHANCEMENT (Seasonal)

Mediant Communications | Cary, NC | Feb 2017 – June 2021

Making sites for investor materials document hosting sites. Enhancing pdf documents to interactive flipping-book. Worked every season except 2020.

ESTORE WEB MANAGER

Duke University | Durham, NC | Oct 2019 – April 2020

Create banners and email campaigns, plan & maintain marketing calendar, flat lay/editorial/product photography, light copywriting, & website updates.

GRAPHIC DESIGNER IN GLOBAL WEB DESIGN

Lenovo | Morrisville, NC | June 2018 – July 2019

Design product pages. Correlate content that best matches copy & need. Create homepage banners & manage recommendation thumbnails.

RETOUCHING & DESIGN FOR E-COMMERCE/CREATIVE CONSULTANT

ABmarketers | Remote | Feb 2014 – June 2018

Amazon, Walmart, & e-commerce platform specific retouching. Includes but not limited to removing backgrounds, taking product shots, editorial product lay flats, color matching, & light graphic design for labels or ads. .

LEAD RETOUCHER & DESIGNER

VSP Studios | Remote | Oct 2008 – Jun 2017

High-end retouching for lingerie, swimwear, eyewear, & lifestyle shoots. Graphic design for labels, lookbooks, line sheets, websites, & ads. Photoshoot assistant for workflow & file organization. Second Photographer.

DIGITAL IMAGE SPECIALIST

Strawbridge Studios | Durham, NC | Sept 2015 – Mar 2017

Photo retouching & manipulation, template enhancement, template creation, color correction, prepress, large format printing, & light web work.

STUDIO/PERSONAL ASSISTANT

Jill Greenberg Studio | New York, NY | Jan 2013 – Mar 2013

Help set up a commercial portrait studio. Maintained email contacts, organized studio, & personal appointments.

Interests

History & Antiques
Photography
Color Theory
Analytics
Weaving
Painting
Knitting

Publications

JPG Magazine
April 2008

Past Clients

Christian Audigier Eyewear
Playboy Intimates Lingerie
Rene Rofe Lingerie
Union Bay Apparel
Ed Hardy Eyewear
Duke University
Griffin Editions
Lenovo

VOLUNTEER EXPERIENCE

DESIGN CONSULTANT & WEB SUPPORT

OpenDurham & Preservation Durham | Durham, NC | Feb 2017 – Present
Content consultant. Light Drupal module configuration & design. Wordpress assistant.

WEB DESIGN & DIGITAL CONTENT CONSULTANT

Liberty Arts | Durham, NC | Feb 2017 – Dec 2017
Rebrand, mobilize, & maintain Squarespace site, product photography, & social media management. Creative & Marketing Consultant.

REFERENCES

KERRY WILDA

Mediant Communications
Manager
919.397.3751
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ANNA YOUNG

Lenovo
Project Manager
828.215.1363
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KAT ARNOLD

Alaska Psychiatric Institute
Admin
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VICTOR SANABRAIS

VSP Studios
Owner
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A picture is the expression of an impression.
If the beautiful were not in us,
how would we ever recognize it?
~ Ernst Haas