

# ashley baca

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(more contact info  
provided upon request)

## education

**Savannah College of Art & Design, Savannah, GA**  
Pursuing an MFA in Graphic Design | 09/12 to present  
Completed one year of courses towards a Masters of Fine Arts in Graphic Design. Approximate graduation date May 2015.

**Mesa Community College, Mesa, AZ**  
Personal Enrichment | 01/12 to 05/12  
Web Design, Dreamweaver, Flash, Javascript, CSS

**Pima Community College, Tucson, AZ**  
Personal Enrichment | 08/07 to 05/09  
Fashion Design and AutoCAD classes.

**Bennington College, Bennington, VT**  
BFA in Visual Arts | 08/99 to 06/03  
Focus in Photography, digital photography, digital art and painting.

**Round Valley High School | Springerville, AZ**  
Diploma | 08/95 to 05/99

## skills

### Computer | MAC & PC proficient

Adobe Creative Suites CS6 & Below: Illustrator, InDesign, Photoshop, Dreamweaver, Flash, Acrobat 9 Professional • Microsoft Office: Outlook, Excel, Word, PowerPoint • AutoCAD 2009 • Web design: HTML, XHTML, JavaScript, CSS • Some video, presentation and app design and editing.

### Photography

Digital, 35MM, medium format and photo editing (traditional and digital).

### Production

Project research, design and managing. Acquiring bids, creating project mockups, acting as a liaison between vendors and company. Copy creation and editing. Magazine/Publication design and prepress knowledge.

### Other

Organized, detail oriented, quick learner, and creative, work well alone or collaboratively, strong customer service and interpersonal skills, proactive, self-starter, can sew, strong multi-tasking and research skills.

## memberships

**AD2-Advertising Federation | 2008 & 2009**

## recognition

**Savannah College of Art & Design | Summer 2013**  
Infographic exhibited in Graphic Design Department.

**HOW Magazine | 01/11 | In House Design Merit Award**

**GDUSA Magazine | 2010 | In House Design Awards**  
Stylist Recognition—awards to Buffalo Exchange in sales promotion & kits and brochures & collateral category.

## experience

### Ashley Lynn Limited

Graphic Designer, Consultant | 12/07 to present  
Freelance graphic design and consultation business. Work includes concept development, creation and management of brand identity. Clients include PDX Wildlife, Real Responsible Kids and Movement Restoration Massage.

### Buffalo Exchange, LTD, Tucson, AZ

Expansion Department Assistant | 12/07 to 10/11  
Designed and managed physical plant of retail stores. Creation of project plans for vendor materials, which required photographing and editing images and copy writing/editing. Creation of custom graphics, invitations and event materials. Researched, contacted and managed vendor relationships, ensuring projects went according to plan, timeline and budget.

### Marketing Department Assistant | 12/07 to 07/10

Assisted in coordinating print advertising by verifying ad placement and quality, bookkeeping and billing. Helped modify, prep and submit ads for publication. Prepared art for web. Maintained and archived digital files. Researched and managed vendors and projects.

### Ecommerce Associate | 02/05 to 12/07

Ran ecommerce site. Photographed, selected and edited images (i.e. color correction and touchup). Wrote and edited all copy of listed items. Processed orders. Responded to customer inquiries (emailing, telephoning and contacting) and resolving issues in a friendly, professional and timely manner. Prepared financial reports, tracked and maintained inventory.

### Bennington College, Bennington, VT

Photography Dept Teacher's Assistant | 08/02 to 12/02  
Taught QuarkXPress and Photoshop to *Photographer's Book* class. Assisted students with projects, did class presentations and participated in discussions.

### Ashley Enterprises Inc, Springerville, AZ

Graphic Designer | 01/00 to 08/06  
Brand identity design: creation of menus, brochures, posters, advertisements and websites for owners of microbrewery and quilt shop. Photography for custom artwork. Assisted in the supervision of locations.

### Advertising Federation | 2010 Silver Award

Stylist Recognition for 1974 tees.

### Buffalo Exchange | 2010 & 2009

Expansion Dept End of Year Award

### University of New Mexico | 2008 to present

Painting exhibited in Law Library.