

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
- 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

Penguin Random House, Associate Art Director **New York, NY** **2016–present**

- art direct and design interiors, covers, jackets, and components (cases, endpapers, binding materials etc.) for 4-color cookbooks and lifestyle titles
- develop concepts for celebrity and personality-driven covers and direct photography
- manage and art direct photographers, freelance designers, composers, and illustrators
- oversee and assist photographers, food stylists, prop stylists, and authors at photo shoots
- perform color correction and PDF pre-press procedures for exterior components
- review interior artwork color proofs and provide adjustment instructions for prep house
- extensively retouch photos of authors, food, interiors, etc.
- oversee initial print run on press (when printing domestically) to ensure accurate color
- advise on ebook conversions of complex 4-color titles
- design approximately thirty 1-color fiction and nonfiction titles per year
- prepare comp orders, binding specs, and spine dies for 1-color titles

HarperCollins Publishers, Senior Designer **New York, NY** **2015–2016**

- designed interiors for 4-color cookbooks and lifestyle titles and 1-color fiction and nonfiction titles
- performed extensive retouching of photographs of authors, food, interiors, etc.
- managed and art directed freelance designers, composers, and illustrators
- reviewed interior artwork color proofs and provide adjustment instructions for prep house

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

- designed digital and print brand materials including annual reports, proxy statements, ads, websites, and collateral for clients including AB InBev, Brown-Forman, GE, Honeywell, IBM, Monsanto, Pepsi, and Voya
- developed infographics to uniquely communicate and visualize data
- presented work at on-site meetings to corporate clients
- designed websites and directed developers to build out the sites according to design and functionality specs
- designed digital, animated holiday cards for corporate clients

continues



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DESIGN + WORK EXPERIENCE *continued*

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

- designed interiors, covers, jackets, and components (cases, endpapers, binding materials etc.) for interior decor books and cookbooks (approximately 12 books per year)
- developed concepts for celebrity and personality-driven covers and directed photography for authors including Nigella Lawson, Sunny Anderson, Melissa d'Arabian,
- managed and art directed freelance designers, compositors, and illustrators
- oversaw and assisted photographers, food stylists, prop stylists, and authors at photo shoots
- reviewed interior artwork color proofs and provided adjustment instructions for prep house
- performed extensive photo retouching of authors, food, interiors, etc.
- performed color correction and PDF pre-press procedures for exterior components
- oversaw initial print run on press (when printing domestically) to ensure accurate color
- advised on ebook conversions of complex 4-color titlex

Penguin Group (USA) Inc., Designer **New York, NY** **2006–2011** *(Junior Designer: June 2006–July 2009)*

- designed marketing and promotional materials including ads, postcards, bookmarks, posters, invitations, and point of purchase displays for corporate Penguin Group (USA) as well as for Riverhead, Putnam, Avery, and Tarcher imprints
- introduced HTML emails as a marketing tool and taught other designers how to build and send
- designed sales conference presentations three times per year
- designed 4-color Putnam, Tarcher, Penguin Audio, and Putnam Praise catalogs three times per year
- designed all back ads to run in paperback editions advertising new hardcover titles
- prepared and maintained weekly status report of current projects reviewed at weekly meetings

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

- completed jacket mechanicals and prepared case specifications for all designers
- assisted designers in preparing interior specifications for independent typesetters
- designed cover and mechanical for Winter 2006 title *Science in the Service of Children*
- specified binding materials and prepared spine stamping templates for hardcover titles
- checked page proofs, blues, and F&Gs
- researched artwork and photography for cover designs
- purchased and obtained permissions for artwork used on cover designs
- attended weekly Publishing Seminars given by YUP employees to learn about all phases of book production from acquisition through sales

ARTISTIC + TECHNICAL SKILLS

- highly skilled in Adobe InDesign, Illustrator, Photoshop, and Acrobat
- highly skilled in color management for 4-color printing
- skilled in Power Point, Excel, and Word