

ANDREA AYALA

PRODUCTION ARTIST

CONTACT

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SKILLS

Adobe Creative Suite (Illustrator,
Photoshop, InDesign)
Layout design and typography
Digital and flexographic printing
Color correction and color matching
Photo retouching

EDUCATION

California State University East Bay
2010 - 2012 Hayward, CA
Bachelor of Arts in Graphic Design

SUMMARY

I am a detail-oriented production artist with strong communication skills and a solid work ethic. Proficient in managing multiple projects, I consistently meet tight deadlines in a fast paced environment. Passionate about print and design, I thrive in collaborative settings, always with an enthusiasm to learn more.

EXPERIENCE

PRODUCTION ARTIST

CPM EDUCATIONAL PROGRAM | 10/2022 - PRESENT

- Generate technical illustrations and diagrams for CPM's textbooks and curriculum, adhering to CPM's style guide
- Contribute to the ongoing development of the style guide and asset templates
- Review asset files for errors to ensure quality and consistency
- Collaborate with the writing team to execute revisions

PACKAGING PRODUCTION ARTIST

TATCHA | 08/2021 - 09/2022

- Laid out artwork and typography, adhering to Tatcha's brand guidelines and identity
- Produced accurate, print ready production files, ensuring that vendors received comprehensive direction on all jobs
- Played a key role in the development of package design standards, acting as a gatekeeper of consistency throughout the layout of Tatcha's products
- Worked closely with the art director, project managers, and designers to ensure creative vision is met

PRE-PRESS PRODUCTION ARTIST

ALL AMERICAN LABEL | 06/2016 - 08/2021

- Created print-ready files, specializing in labels for wine, food, cosmetics, and cannabis products
- Revised artwork upon customer request, including changes to typesetting, layout, image manipulation, and color correction
- Provided color matching and image correction for press checks
- Built files for cutting dies, embosses, hot stamps, spot plates, shrink wrap, and high-build screens

PRE-PRESS PRODUCTION ARTIST

HERITAGE SOLUTIONS | 09/2014 - 06/2016

- Developed print-ready files with a focus on labels, folding cartons, packaging, and POP displays
- Prepared proofs for customers and made edits upon request