

# ANDREA AYALA

PRODUCTION ARTIST

## CONTACT

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## SKILLS

Adobe Illustrator, Photoshop,  
and InDesign  
Digital and flexographic printing  
Color correction and color matching  
Photo retouching and manipulation  
Layout design and typography  
Wrike Project Management Software  
Pantone Color Engine  
Esko Automation Engine

## EDUCATION

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

## SUMMARY

I am a creative, detail-oriented, and resourceful production artist with a dependable work ethic. Accustomed to dealing with multiple tight deadlines in a fast paced environment, I work efficiently and without any sacrifice to quality. I thrive in an environment where I can share my passion for all aspects of print and design, always with an enthusiasm to learn more.

## EXPERIENCE

### PACKAGING PRODUCTION ARTIST

Tatcha | 08/2021 - Present

- Layout artwork and typography, adhering to Tatcha's brand guidelines.
- Create accurate, print ready production files, ensuring that vendors have comprehensive direction on all jobs.
- Contribute to the development of package design standards, acting as a gatekeeper of consistency throughout the layout of Tatcha's products.
- Collaborate with art director and designers to ensure creative vision is met.
- Partner with project managers to effectively deliver projects on time

### PRODUCTION ARTIST

All American Label & Packaging | 06/2016 - 08/2021

- Produced 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
- Collaborated with designers to ensure final products print accurately
- Provided color matching and image correction for press checks
- Adhered to brand guidelines and identities, maintaining brand consistency
- Built files for cutting dies, embosses, hot stamps, spot plates, shrink wrap, and high-build screens
- Provided in-house graphic design

### PRODUCTION ARTIST

Heritage Solutions | 09/2014 - 06/2016

- Created print ready files with a focus on labels, folding cartons, packaging, and POP displays
- Prepared proofs for customers and made edits upon request
- Collaborated with designers on creative concepts
- Set up files for cutting dies, embosses, spot plates, and foil dies
- Color matched spot and process colors using Pantone Color Engine Pilot
- Provided in-house graphic design