

ANDREA AYALA

PRODUCTION ARTIST

CONTACT

aandrea714@gmail.com
925.495.9221 | Walnut Creek, CA
Linkedin.com/in/andrea-ayala7
www.andreaayala.me

SKILLS

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

EDUCATION

Bachelor of Arts in Graphic Design
California State University East Bay

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 • 2022 - PRESENT

- Contribute to the production of high-quality textbooks and instructional materials
- Generate technical illustrations and diagrams for textbooks and curriculum, adhering to CPM's style guide
- Layout content, copy, and images in course textbooks
- Contribute to the ongoing development of the style guide and asset templates
- Collaborate with cross-functional teams to meet tight deadlines and deliver projects on time

PACKAGING PRODUCTION ARTIST • TATCHA • 2021 - 2022

- Developed accurate, print-ready files for Tatcha's international packaging line
- 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 • IMPRIMUS • 2014 - 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