

ASH WALKER

SENIOR FREELANCE MAC ARTWORKER

Personal Profile

My name is Ash Walker and I'm a senior freelance artworker based in Sheffield, I've been freelance for over 20 years working at places such as OurCreative, Elmwood, WPA Pinfold, Brandhouse, Creative Race & Advertising Principles, Visuality, The Black Eye Project & Aire Adaptical to name a few.

I have over 30 years experience in all aspects of artwork, design, retouching and packaging, using all the software you would expect. A strong understanding of all things Mac from an IT perspective and enjoy sharing my experience/tips with others, including problem solving that may occur on any particular job.

I'm easy going, self motivated, enthusiastic & reliable, working from initial concepts or with designers to create print ready artwork for a variety of media.

Along with being an artworker, I'm also happy doing colour correction, image manipulation, cutouts and packaging artwork for FMCG.

DOB

7th August 1970

Other info

Clean Driving Licence & Non Smoker

Contact

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WEBSITE:

www.freelancemacartist.com

Interests

Football, I'm an FA level one coach & manager of Kitlocker JFC u18 of which I'm also Secretary & Welfare Officer, I'm also into Music, Mac, VWs, Socialising.

Education

- 1981-86 ● MYERS GROVE SCHOOL, SHEFFIELD
- 1986-88 ● GRANVILLE COLLEGE, SHEFFIELD
HND MERIT – Creative Software

Work Experience

- 2004- ● FREELANCE (YORKSHIRE)
SENIOR MAC ARTWORKER
Started freelancing and haven't looked back, here's some of the places I have worked over the years Black Eye Project (Sheffield), OurCreative (Leeds & Hull), Public Group (Doncaster), IMS Global (Leeds), Creative Race (Leeds), WPA Pinfold (Leeds), Thorntons (Alfreton), Elmwood (Leeds), Principles (Leeds), Visuality (Leeds), Brandhouse (Leeds), Gray Associates (Sheffield), Poundland (Walsall), Aire Adaptical Design (Leeds).
- 2001-2004 ● PUBLIC GROUP (DONCASTER) PREVIOUSLY PUBLICITY BUREAU
SENIOR MAC ARTWORKER
Joined the team and mainly worked on the Netto account, working on both packaging and 12pg weekly flyer to which consisted of retouching, cutouts and artwork. Also worked on the DFS account creating press ads and retouching.
- 1999-2001 ● FREELANCE (YORKSHIRE)
SENIOR MAC ARTWORKER
Freelanced around the yorkshire region, including The Publicity Bureau, where I was offered a full-time job.
- 1998-1999 ● PARADIGM (SHEFFIELD)
STUDIO TEAM LEADER/SENIOR MAC ARTWORKER
Headed up a team of 5 and was responsible for organising workloads in the studio, liaising with production and ensuring all jobs were completed on time.
- 1993-1998 ● CREATIVE CONVERGENCE (LEEDS)
PART OF THE POULTER GROUP
SENIOR MAC ARTWORKER
Initially joined to take over the duties for creating the Staples catalogue, also in this time creating press ads for Staples and Asda. Whilst working on the Staples catalogue I was also responsible for setting up all templates and databases for the Argos catalogue.
- 1991-1993 ● WHITAKERS ADVERTISING (LEEDS)
MAC ARTWORKER
Worked in the studio, setting up press ads for a number of clients, also operating the camera to create finished artworks.
- 1988-1991 ● PACESETTERS TYPESETTING (SHEFFIELD)
TRAINEE TYPESETTER/MAC ARTWORKER
I was initially trained up on the Compugraphic Powerview 5, then in 89 moved onto the Mac where my duties were setting up various jobs and running them to the imagesetter.

Recommendations

“ Ash has been an invaluable freelancer for OurCreative over a number of years. He is a real expert in his field, is totally reliable and professional. I can always rely on great results from Ash. And to top it all he's a lovely Northern bloke who fits into the team effortlessly.

KIM VAN ELKAN Managing Director at OurCreative (Leeds)

“ I've known Ash for over 20 years and not once has he let me down or under-performed. Whether it's design work, re-touching or good old artwork, he takes it all on with equal enthusiasm and always hits the deadline. Throw in some good banter and you've got yourself a top employee or freelancer.”

JIM LOBLEY Exec. Creative Director / Founding Partner at The Black Eye Project

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Work Samples

In recent times I have mainly been involved with packaging, this is the reason for the amount of packaging on show, but my skills aren't just in this line of work, previously I have done Press Ads, Catalogues, POS etc.

If you need to look at any of these, please get in touch and I'll dig some out and send them to you.

Working with suppliers, printers and repro houses via conference calls for pre-art meetings, I have created artwork for print on various substrates whether it be Flexo, Litho or Offset etc, you can be sure I have the required knowledge to get the work completed and correct for print.

For further information and work examples please go to... www.freelancemacartist.com

BEFORE



AFTER



Packaging artwork roll-out (cutouts, retouching & creating print ready artwork to guidelines)



Retouch product onto pack visual. (including creating print ready artwork to guidelines)



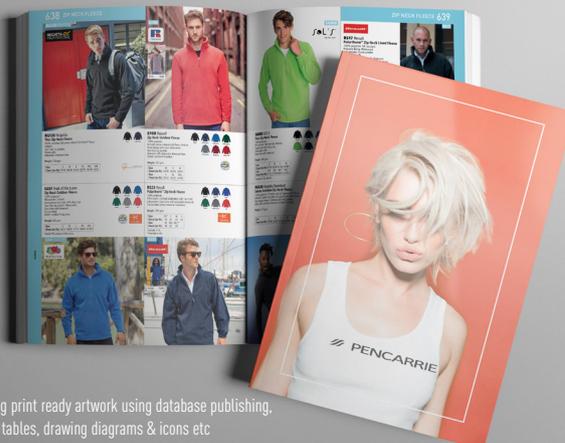
Packaging artwork (cutouts, retouching & creating print ready artwork to guidelines)



Packaging artwork roll-out (creating print ready artwork to guidelines)



Packaging artwork (mockup, cutouts, retouching & creating print ready artwork to guidelines)



Creating print ready artwork using database publishing, adding tables, drawing diagrams & icons etc