



**ASH
MIDDLETON**
WEB, GRAPHIC, UI/UX DESIGNER

PORTFOLIO: ashmiddleton.ca
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PROFILE

I love to create beautiful digital experiences while solving complex design problems through a user-centred approach to visual communication. Currently seeking a position where my skills in web design & development, user experience design, graphic design and communications will be an asset. Presently working as a freelance web developer, graphic designer and video producer.

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EXPERIENCE

- **FREELANCE DESIGNER**
Web & Graphic | 2017 - 2018
Working as a freelance web developer and graphic designer. Currently developing new website for Vancouver bar and music venue The American. Project entails information architecture proposal, sitemap, wireframing, coding, content development, image optimization, current SEO tactics & social media implementation, and video production.
- **BAR MANAGER**
The Whip Gallery Restaurant | 2012-2017
Vancouver - Leading employees to increase sales volume and efficiency while minimizing losses. Responded successfully to internal needs of the business through employee hiring and training, event planning, inventory, cocktail & menu design and floor-managing within a high volume environment.
- **BAR MANAGER**
Subeez Cafe and Bar | 2007-2011
Vancouver - Successfully increased liquor sales while reducing loss through implementation of structured bar policies. Assessed and responded to company's needs through staff hiring, training & supervision, inventive menu design, product ordering, and inventory.

EDUCATION

- **NEW MEDIA DESIGN & WEB DEVELOPMENT**
BCIT | 2017
Intensive technical program with a focus on the areas of Web Development, Graphic Design, UI/UX, SEO, Information Architecture, Web Animation, Video & Audio Production.
- **BACHELOR'S DEGREE - COMMUNICATIONS**
SIMON FRASER UNIVERSITY | 2016
Specializing in the areas of advertising, corporate communications, public relations, conflict mediation, crisis communications and strategic business communication.
- **FINE ART & VISUAL DESIGN**
Langara College | 2011
Studio Fine Arts and Design program with an emphasis on drawing, painting, sculpture, printmaking, and design ideation.

SOFTWARE SKILLS

DEVELOPMENT: HTML5 CSS3 JavaScript jQuery Bootstrap Wordpress Balsamiq InVision

DESIGN: Photoshop Illustrator InDesign

VIDEO: Premiere Pro After Effects Audition
