

Ash Tanasiychuk

graphic designer, photographer, illustrator



Multitalented in the arts and passionate about life, I bring positivity, energy and inspiration to any workplace.

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homebase: Vancouver, BC, Canada

Talents & Skills

Stuff I kick ass at

Graphic Design

I creatively handle graphic design tasks from page layout; designing business cards, flyers, posters, brochures (InDesign) to photo correction/sizing/prep for web and print (Photoshop) to logo creation and illustration (Illustrator). My skills are cross-platform: I am equally confident on PC as I am on Mac.

Video Editing

I am an excellent video editor: in addition to a solid understanding of bit rates and codecs (to handle incoming assets and to output for best & most appropriate end use), I have an excellent sense of timing, making visual and audio cuts that flow with the desired pace of story telling.

Photography

As a photographer, I shoot a variety of subjects such as portraits, product, food, and architecture. I specialize in event photography, such as live music or product launches. My photos document the energy of the moment. No need to buy stock photographs - I'll shoot exactly what you want, how you want it!

Writing & Editing

With a degree in Literature, I have a strong, confident command of the English language. I can be diplomatic, expressive, instructive – however you want to be understood, that's how I'll express your voice. I'm also an excellent copy editor; I'll ensure that your copy is published error-free every time.

Drawing/Illustration

I draw a variety of subjects from portraits to architecture, and can convert it to graphic (vector) art so that it can be used at any scale in any format (from small online graphics to giant billboard ads/posters). Gives your product or company a more tactile, approachable feel.

Project Management

I've had a successful history in positions of responsibility: operating my design company, stage managing arts events, Operations Manager for one of Vancouver's most diverse arts festivals, managing an organic delivery company's warehouse, as well as head chef at a busy central Manchester restaurant.

Work Experience

Where I've worked, what I've done

Creative Director

Format No Auto, 2006 - current

Freelance work for a variety of clients, from local sole proprietorships to international corporations. Designing, maintaining and updating websites, logo creation, business cards, posters. Specializing in brand consistency, I make the impact of the big picture and make it simply powerful.

Event Photographer

various, 2010 - current

Photodocumenting a variety of events including This Is East Van launch and POP Montreal; features in print (Georgia Straight, Beatroute) as well as a bevy of online publications. My work is licensed by artists, labels, management, and publications around the world. In 2011, I was nominated Best Photographer in Vancouver.

Flash Instructor

VIVO Media Arts, 2006 - current

I teach Adobe Flash animation on an on-call basis at Vancouver's original artist run centre. I present the material in a clear manner so that students become comfortable with the interface and basic functionality (tweening, symbol types), encouraging them to experiment and confidently grow on their own.

Multimedia Designer

ShowMakers Productions, 2006 - 2011

Full time employment at this digital presentation company was invaluable, as their 20+ years of experience taught me more than modern design skills, it taught me timeless efficient workflow practices. I designed websites, web ecards and Flash presentations, as well as video and audio editing.

Education

I've learned a lot of things

Graphic Design

PUBLISHING TECHNIQUES & TECHNOLOGIES Diploma, 2006

Langara College, Vancouver, Canada

Photoshop + Illustrator, InDesign + Final Cut Studio, Dreamweaver + Flash, design theory + writing + editing = adding technical prowess to my artistic repertoire

Writing & Editing

ENGLISH & HUMANITIES Bachelor of Arts Degree, 2003

Simon Fraser University, Burnaby, Canada

Literature + philosophy, history + religion, writing + editing, researching + fact checking = expanding my mind and learning my place in this life

Fine Art

FINE ARTS Diploma, 1996

Grant MacEwan University, Edmonton, Canada

Drawing + painting, photography + sculpture, multimedia + installation, performance + art history = living 24/7 in the studio and loving it