



# Ash Williford

Illustrator + Concept Artist

Los Angeles, CA

[www.ashwillifordart.com](http://www.ashwillifordart.com)

Collaborative and adaptive illustrator with over a decade of experience developing striking visuals for entertainment marketing. Pulling from a figurative drawing foundation and extremely versatile skillset spanning a wide variety of styles, mediums, and platforms. Highly proficient at working with a creative team or independently. Well-versed in fast turn-arounds and tight deadlines, adapts to the individual needs of the project, efficiently processes feedback from Art and Creative Directors and stakeholders, all to deliver completed artworks on time and within scope.

## SKILLSET

- **Illustration & Concept Art** - Digital painting, sketching, thumbnailing, storyboards, character and creature design
- **Software Proficiency** - Adobe Photoshop, Adobe Illustrator, Clip Studio Pro, Corel Painter, Rebelle 7, Microsoft Suite, Google Suite, FilemakerPro, Quicktime, Proficient in Mac and Windows ecosystems
- **Collaboration** - Comfortable working in teams, contributing ideas, facilitating feedback
- **Style Adaptability** - Stylized, graphic, realism, figurative, portraiture, abstract, etc
- **Traditional Media** - Gouache, watercolor, charcoal, graphite, acrylic, and oils
- **Strong Foundation** - Gesture, anatomy, color theory, composition, visual storytelling

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## ILLUSTRATOR / SKETCH ARTIST

### Lindeman and Associates

2018-2026

- Engaged with Art and Creative Directors to create visually compelling posters that match the aesthetics and narrative of the project while also creating cohesive design and matching existing branding for digital and print marketing campaigns.
- Developed captivating art for a wide variety of media ranging from live action, animation, tool kits, book covers, and product design.
- Drive visual concept development from thumbnail to finished illustration.
- Developed a spellbinding and distinctive redesign of new book covers for a beloved series while still retaining brand cohesion; creating character and creature designs to develop toolkits, layout sketches, color keys, bleed and breakouts to guide outside illustrators and marketing.
- Collaborated with studios such as Apple, Amazon, Disney, HBO, Netflix, Universal and more.

## DIGITAL ASSET ADMINISTRATOR

### Lindeman and Associates

2015-2018

- Developed inhouse relational database and protocols for chain of custody tracking of digital assets. Oversaw clearances, authorizations and ensured appropriate handling of all assets ingested.
- Agency-wide management of user accounts for external vendor and studio DAM systems, as well as providing technical support and instruction for said systems.
- Provided detailed analysis of layered files, sourced appropriate assets and organized said files for finishing needs.
- Managed stock licensing, coordinated with legal and licensing departments of studios stock houses and other stakeholders to ensure compliance in agency produced media.
- Developed best practices for managing and cataloguing terabytes of unit photography, special shoots, and in house photography libraries on local servers.

## PATINA ASSISTANT

### Fyrebringer Studios

2011-2015

- Assisting Lead Patina artist with cold patinas on a variety of metal surfaces, matching new patinas to existing products.
- Cleaning and prepping metal for patina application.
- Sealing finished patinas on metal products for weather protection.
- Painting faux patinas, matching style, color, texture and material to surfaces that could not receive chemical treatments.