

ASHLEY TOLEDANO

ashtoledo.com

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SKILLS

Adobe Creative Suite
- Illustrator, Photoshop, InDesign

Microsoft Office Suite

Print Production Artwork Preparation

Graphic Design, Typography, Illustration

Marketing and Social Media Coordination

HTML, CSS coding

EDUCATION

Humber College 2014 - 2017
Graphic and Package Design

- Structural application - dieline creation and workshop classes
- Typography and Digital Design
- Production file preparation for printing

Seneca College 2011 - 2013
Independent Illustration

Life Drawing, Business, and both Traditional and Digital Media classes.

WORK EXPERIENCE

Creative Designer

Anthem SGK August 2019 - Current

Design for various client work in print & digital advertising, and packaging. Clients include Frito Lay, Quakers, Kellogg's, Kashi, Pringles, and MorningStar Farms.

Design lead for Kellogg's "Did You Know" campaign in 2019, 2020, and 2022, leading 2 other designers to successfully roll out designs to over 200 components.

Design lead for Tostitos+NFL collaboration chip bags for 2021 Superbowl involving 27 skus. This included all PDP and BOP design work, image editing, and creating 3D bag imagery for advertising and social media.

Adaptive Designer

Marks sgsc Contract Position March - June 2019

Temporary position as print production artist for the Target Good & Gather brand launch.

Graphic / Packaging Designer, Marketing Coordinator

JP Cantrade Feb - Oct 2018

Packaging design for five high-end skincare brands including Era Ageless, Soap Stories, and La Royale.

Spearheaded and managed social media marketing campaigns for promotions and giveaways. Grew Soap Stories Instagram following from <500 to >1400.

Designed for in-store marketing materials for spa locations in South Africa, United States, and Canada.

Designed and organized email newsletters and promotions.

Coordinated with suppliers and printers in China.

Graphic & Packaging Designer

Forthought Branding & Design Contract Position
Feb 2017 - Feb 2018

Designed packaging and marketing materials. Includes package labels, store displays, and advertising components such as in-store marketing and flyer inserts. Clients included Ferrero, Tic Tac, and Alberta Pure.

Completed print production work on various packaging files for Johnson & Johnson, such as Neutrogena face washes and Aveeno lotions.