

---

## // ASHLEY TANASIYCHUK

formatnoauto@gmail.com 778.881.8932  
1572 East 11th Ave Vancouver BC V5N 1Y7  
formatnoauto.com



---

### // Statement

I am a visual artist and entrepreneur with a professional range of technical, design, and management skills and experience.

From photography and videography, graphic and multimedia design, video and copy editing, to event coordination and operations management, I have the skills needed to help you and your business reach your goals.

I have been working in the arts for 20 years, in digital media for nearly 10 years, and operations/management for 3 years. I am a composed and compassionate individual, self aware, a deep thinker, highly self motivated, and an excellent team leader.

My passion is in arts event documentation and promotion. I believe in the community-building strength of the arts, and am dedicated to connecting people to arts and creativity. In an article titled '**On Why Art Matters,**' I share that "I believe many more of us could have more enjoyable, less difficult, less self-destructive lives if we became involved in the arts."

I seek to impact communities and society. I am driven to ensure everyone has access to opportunity. "Thank those who help you," I express in **my Dreamers + Doers speech**, "Give back to those who give to you, and create opportunities for them. Build and respect your community."

I bring groups together to build engagement and ownership. One of my greatest joys comes from developing networks and relationships built on trust and respect, then connecting individuals and organizations that can be mutually beneficial to one another.

I am efficiently organized and always looking for improvements to operations and programming. Making projects readable, clear, and visually attractive is top of my list. If something looks great, people – whether your team or your audience – are more likely to take notice and to take action.

I am available for both contract and long term employment.

### // Skills & talents

- \* Professional skill level in full Adobe Creative Suite, in particular: Premiere Pro, Photoshop, Illustrator, InDesign, Lightroom, Media Encoder
- \* Professional skill with cameras and lenses, in particular Nikon system
- \* Drawing and illustration
- \* Storyteller, through writing, editing for clarity, storyboarding your vision
- \* Sharp eye for visual and written editing. Visual nitpicker
- \* Connector. Great at connecting people. Connected to Vancouver's art / music / culture scene
- \* Clear communicator, spoken and written
- \* Personable, friendly, likeable
- \* Skill sharer, mentor, instructor, facilitator
- \* Empathetic. I help people feel listened to and valued
- \* Patient, yet quick to adapt
- \* Determined. Focused. Organized. Efficient

## // Professional experience

### Editor in Chief, Arts Promoter, Videographer, Photographer, Event Organizer, Publisher

*VANDOCUMENT, 2013 – current*

- \* As editor in chief and publisher of VANDOCUMENT, it is **my responsibility to manage our team** of 50+ volunteer contributors to document Vancouver's emerging arts and culture
- \* I host and chair biweekly meetings, correspond with our roster on the status of their articles, post and promote articles, collate an ongoing list of Vancouver's most exciting arts events
- \* Manage and teach our volunteer contributors in writing, photography, and video for online publication. Also mentor internships from SFU Arts departments
- \* Post-process footage, fact check, publish and promote our work
- \* Identify opportunities for growth within the organization; communicate clearly at team meetings, engage contributors with leadership and open dialogue
- \* Organize and curate biannual *CONNECTIONS* arts showcases
- \* Co-host monthly arts shows on *Make A Better World, CFRO 100.5FM Co-op Radio*
- \* Build professional relationships with significant Vancouver artists and centres including *CARFAC, LIVE Biennale, LocoMotoArt, Paul Wong, SFU Woodward's, UNIT/PITT, VIVO Media Arts*

### Photographer, Videographer, Graphic/Multimedia Designer, Illustrator

*Format No Auto Creative Projects, 2006 – current*

- \* Format No Auto is the name of my sole proprietorship media company. As a skilled photographer, videographer and video editor, **I specialize in shooting art, artists, performances, and festivals**
- \* Photo and video-document my clients' products and events to provide an invaluable level of media and storytelling
- \* Photography highlights: *Arcade Fire, The Black Keys, Ecos en Silencio, Gorillaz, Leonard Cohen, POP Montreal, SFU MFA exhibition "Syllogisms," SXSW*
- \* Design and create media for the web as well as promotional material including brochures, business cards, pamphlets, packaging, and advertising
- \* Combine skills in illustration, page layout, photography and photo manipulation to achieve clients' needs and to develop brand recognition, while respecting brand style guides
- \* Clients include: *Andrea Creamer, Backstage Rider, Beatroute, Decoda Literacy Solutions, Derrick Chang, Direct Impact, Fashion Week BC, Georgia Straight, Goethe-Institut Toronto, Kirsty Exner, La Mezcaleria, Lauren Marsden, Marley Coffee, Music BC, MusiCounts, Ocean and Crow Studios, Omnipresent Productions, Open To Chance, Sascha Yamashita, Scene In The Dark, The Snipe News, SumOfUs, This Is East Van, Unlearning Weekenders, Vancouver Magazine, VIVO Media Arts*

### Multimedia Designer

*ShowMakers Productions, 2006 – 2011, contracts ongoing*

- \* Work closely with team of designers to **create high end digital presentations** including marketing, promotional, and educational jobs for a variety of mid-sized and large corporations including *The Jim Pattison Group* and *TELUS*
- \* Use Adobe CS (Photoshop, Illustrator, Flash, Premiere Pro, Dreamweaver) to create digital media: storyboarding, photo colouring and correction, video editing, rendering and exporting
- \* Called upon for eagle-eyed copy editing and visual error-checking
- \* Maintain an excellent relationship with the company and am hired back regularly on contract basis

### Writer, Researcher, Event Promoter, Publisher

*The Arts & Culture Daily, 2013*

- \* Created and maintained the tumblr site **artsandculturaldaily.tumblr.com**, connecting Vancouverites to a curated list of the best events in the city
- \* Queued posts to be published 6am every morning, seven days per week

## Operations Manager, Illustrator

*Olio Festival, 2011 – 2012*

- \* Help lead the multi-day, interdisciplinary arts festival to its most successful year
- \* Coordinate directors, venue operators, artists, and curators in an efficient and clear manner that enabled everyone's voices to be heard and requests addressed
- \* Ensure that all tasks are on schedule to be fulfilled; made weekly reports recapping our progress
- \* Take initiative to photo-document and illustrate the festival's venues, to be included in guidebook

## Instructor

*VIVO Media Arts, 2006 – 2012*

- \* Instructor in Flash and Illustrator at one of Canada's oldest and most respected media arts centres
- \* Teach students of various ages and experience; adjust the class curriculum as needed
- \* Provide assistance and support to students throughout the multi-day courses

## Library Assistant I & II

*Vancouver Public Library, 2002 – 2008*

- \* Organize and file books and media within library catalogue, ensuring accuracy
- \* Assist the public with questions and requests, register new patrons, handle payments

## // Formal post secondary education

### Diploma, Publishing Techniques & Technologies

*Langara College, Grad 2006, with distinction*

- \* Training in Adobe CS and Final Cut Studio: studying print, web and video design, including typography, print and video production, file management, writing, proofreading, and fact checking

### Bachelor Of Arts Degree, English and Humanities

*Simon Fraser University, Grad 2003*

- \* Researching and writing papers on world literature, spiritual practices, history, philosophy, sociology; building editing and proofreading skills

### Diploma, Fine Arts

*MacEwan University, Grad 1996*

- \* Studying and developing studio skills in drawing, painting, photography, film, sculpture, performance, including gallery and exhibition practices, art handling and presentation techniques

## // Additional education, workshops, scholarships

*RADIUS Fellowship, 2015*

*Practical Lighting @ Langara, 2014*

*Understanding Body Language & Directing the Subject @ Vancouver Photo Workshops, 2014*

*Location Lighting @ Vancouver Photo Workshops, 2013*

*Screenprinting @ BLIM, 2013*

*After Effects @ Emily Carr, 2008*

## // Volunteer selections

*Chaperone and event set up, The People's Prom (2013 – 2014)*

- \* Mount signage, lighting and decor, assist attendees with requests and direction

*Web Designer and Technical Assistant, Quest Food Exchange (2011 – 2012)*

- \* Provide a variety of computer/web/design/technical assistance to Vancouver-based food org

*Route and Signage Director, Vancouver Biennale (2012)*

- \* Direct cyclists during public art bicycle tour and fundraiser. Received traffic direction training

*Installation Assistant, Vancouver Biennale (2010)*

- \* Assist artist Jim Denevan in creation of his temporary large scale art piece at Spanish Banks

## // Featured work

- \* **149 Arts Society's LAUNCH Festival** (*photography*)
- \* **Access To Music Foundation: "Foundation President Recognized for Support of Van Tech Secondary School Music Programs"** (*photography*)
- \* **Andrew W.K.** (*photography*)
- \* **Bill, Will You Murray Me? group art show @ The Fall** (*graphite drawing*)
- \* **Bob's Salon** (*film, screened at Bob's Video Salon, Oct 2014*)
- \* **Charlene Vickers, "Conjured Citations," part of "In This Together" collaborative show at Access** (*photography*)
- \* **Clotted Artery's video about VANDOCUMENT's CONNECTIONS Art Parties** (*interview*)
- \* **Decoy Magazine: "EXIT: UBC and SFU Graduating Exhibitions"** (*photography*)
- \* **Dreamers + Doers @ 303 Columbia** (*speaking engagement*)
- \* **Thru The Trapdoor** (*documentary, screened at Fox Cabaret, Dec 2014*)
- \* **Gaye Chan: Sweat @ Access** (*photography*)
- \* **Georgia Straight: coverage of Khatsahlano Festival** (*photography*)
- \* **Goethe Satellite Vancouver: Unlearning Weekenders artists talk** (*video*)
- \* **Guadalupe Martinez: Conjured Citations** (*photography*)
- \* **Illustrated Vancouver: The Waldorf Hotel** (*drawing*)
- \* **James Black Gallery: Blue Shift** (*photography*)
- \* **Lauren Marsden: In Pursuit of Perpetual Motion** (*photography, GIFs*)
- \* **Luciana D'Anunciação: Echoes** (*photography*)
- \* **Luciana D'Anunciação: An Empty House (Full of Air)** (*photography*)
- \* **Ocean and Crow Studios** (*photography for yoga studio's promotional marketing*)
- \* **Ten Thousand Wolves: Pathetic Fallacy** (*photoshoot for event promotion*)
- \* **This Is East Van books I & II** (*photographs, published in both books*)
- \* **Doré Productions** (*appearance in This Is East Van II video*)
- \* **Catherine Grau: Unlearning Walks** (*photographs, published in book*)
- \* **VANDOCUMENT: full list of my work** (*photography, video, writing*)
- \* **Wil Aballe Art Projects: review of Vocal Tracts** (*photography*)
- \* **XLR8R: New Forms Festival review** (*photography*)
- \* **Zoe Kreye: Unlearning Weekenders full day public performance** (*photography*)

## // Compliments & accolades

- \* *"Beautiful photos Ash! Captured some really great moments and I really felt the vibe through the images. Thanks for taking me there through your eye"* – Melissa Dex Guzman, Photographer & IT Professional
- \* *"The photos are really wonderful — thank you so much. The images you captured are stellar — some of those moments seemed dreamlike in my mind but you've managed to record them and I can't be thankful enough for that!"* – Didier Morelli, Performance Artist
- \* *"Ash has an exceptional talent and eye for graphic design. In the multiple times we've worked together he's always met and exceeded project expectations, been personable and easy to work with and produced quality results on time and budget"* – Rebecca Apostoli, Music, Marketing & Events Specialist
- \* *"I have the pleasure of working with Ashley in his role as Graphic Designer/Artist. His exceptional talents are showcased in a wide range of deliverables such as design, illustration, photography and writing. Ashley successfully communicates the brand and key marketing messages. He is an asset to our team and I highly recommend Ashley to anyone seeking a dedicated designer with all the skills to succeed in a fast-paced, client-focused creative environment"* – Nicole Whittle, Creative Director
- \* *"Thanks for all you do for the arts. I appreciate you being at all these events and capturing the people, the space, the art, and the intersection of all"* – Yoo-Mi Lee, Arts Supporter
- \* *"The best eye we've seen for covering Vancouver's creative scenes"* – This Is Vancity, online media publication

## // Equipment

- \* Nikon D7100 (shoots high res photos (6000x4000px) + full HD video (1920x1080))
- \* 35mm f1.8 + 17-55mm f2.8
- \* SB-700 speedlight & softbox
- \* Giottos tripod
- \* Zoom H1 recorder
- \* Macbook Pro 15"
- \* Wacom Intuos
- \* Access to additional equipment through my network of visual media professionals

## // Interests & goals

- \* Acquire contracts and/or long term employment
- \* Job titles I can be considered for include:
  - \* *Broadcaster*
  - \* *Copy Editor*
  - \* *Event Coordinator, Promoter*
  - \* *Graphic and Multimedia Designer*
  - \* *Illustrator*
  - \* *Instructor*
  - \* *Management*
  - \* *Operations Manager*
  - \* *Photographer*
  - \* *Project Manager*
  - \* *Publisher*
  - \* *Videographer*
  - \* *Video Editor*
  - \* *Writer*
- \* Target clients and employers include:
  - \* *Artist Run Centres*
  - \* *Festivals*
  - \* *Galleries*
  - \* *Post-Secondary Institutions*
  - \* *Production Houses*
  - \* *Record Labels*
- \* Build a new generation of educated creative individuals through improved professional training for artists
  - \* I believe that skills training is not enough. We need to overhaul educational models to empower artists – not just artists but creative entrepreneurs of all disciplines – to be more knowledgeable in core business skills as well as new ways of thinking about business
  - \* Encourage artists to treat themselves as the entrepreneurs and small business people that they are. Give them the knowledge and skills to do so
  - \* This ability to navigate the business world will lead to greater personal (individual artist) and collective (studios, arts organizations, festivals) success and will lead to greater respect from the public
- \* Build community, specifically between artists and the public. Break down preconceptions and stereotypes about the art world. Share knowledge of and encourage accessibility to events. Make art more accessible and understandable to a larger population