Ashly Sanford

Creative Production Systems & 3D Pipeline Lead

New York, NY • (724) 531-1954 • a.james.sanford@gmail.com
ashlysanford.com

3D artist and production systems designer with 12+ years across high-end CGI, product visualization, color development and digital fabrication. Combines hands-on visual work with the workflows, technical methods and quality standards that help teams deliver complex projects consistently. Uses AI-assisted development to turn established production methods into practical internal tools.

CGI pipelines • Color and material systems • Digital-to-physical production
Team and vendor leadership • Quality review • Workflow and tool development

EXPERIENCE

Jeff Koons Studio

2016 - Present

Project Lead / Digital Fabrication Specialist | New York, NY

- Lead 3D, color and fabrication workflows for complex sculpture, translating artist direction into digital references, production methods and review standards.
- Direct in-house teams and coordinate artists, engineers and international fabrication partners; define visual quality criteria and production handoffs.
- **Porcelain Series:** Lead color development and fabrication strategy for mirror-polished stainless-steel sculptures up to 108 inches tall, with up to 59 transparent hues in individual works.
- Developed connected workflows for scan/model preparation, UDIM mapping, transparent paint simulation, rendering and custom masking, including form-fitting 3D-printed masks.
- Built a 1:1 VR environment for Apollo, Hydra to review scale, sightlines, lighting and layout. Led color development and international fabrication coordination for Bouquet of Tulips in Paris.
- Develop AI-assisted color-workflow tools and an internally deployed creative operations platform, applying studio production knowledge to tool design and evaluation.

Shootdigital

2014 - 2015

CGI Department / Project Lead | New York, NY

- Led CGI production for luxury and consumer brands across modeling, materials, lighting, rendering, animation, client review and delivery.
- **Maharam:** Developed and led a CGI system mapping 4,000+ textiles onto furniture models at real-world scale, maintaining material accuracy and consistency across a web image library.
- **Voss Water:** Led modeling, lighting and rendering with a repeatable product-imagery setup. Other clients included Chanel, L'Oreal and Avon.

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PRODUCTION SYSTEMS AND INTERNAL TOOLS

Color and fabrication research

Extend established manual methods into Python and computer-vision tools for palette analysis, paint-layer decomposition, masking, UV-scale checks and registration preparation. Guide AI-assisted development and evaluate results for visual fidelity and manufacturability.

Creative operations platform

Designed, built and internally deployed a platform for visual project history, decisions, priorities, chat and mind maps. Defined the workflows and product behavior, guiding AI-assisted implementation with FastAPI, React/TypeScript and a file-first archive with rebuildable search.

FILM AND COMMERCIAL WORK

Freelance Digital Sculpture and Color 2019 - 2021

- **Spider-Man: No Way Home / Marvel and Sony:** Contributed digital sculpture to the Statue of Liberty asset for the climactic sequence.
- **Day Shift / Netflix:** Sculpted ancient architecture, cave systems and environmental assets.
- **Super7 / ThunderCats:** Developed production color palettes, digital painting and technical paint references for collectible figures.

EARLIER EXPERIENCE

Deco Zone, LLC | Production Artist / Project Manager 2013 - 2014

Produced packaging mechanicals and managed beauty-brand approvals, maintaining brand consistency and production accuracy.

Jay Strongwater | Lead Photographer / Studio Build 2012 - 2013

Established an in-house product photography studio, selecting equipment and developing lighting workflows and visual standards for ecommerce and catalog imagery.

TOOLS AND TECHNOLOGIES

3D and rendering: Cinema 4D, Blender, ZBrush, Octane, Substance Painter, RizomUV

Capture and visual production: RealityScan, Agisoft Metashape, Wrap3D; Photoshop, Illustrator, After Effects, TouchDesigner, VR previsualization

AI-assisted workflows: Python/FastAPI, React/TypeScript, SQLite; Claude, Codex, ChatGPT; Stable Diffusion model training

EDUCATION

Pennsylvania Academy of the Fine Arts 2000 - 2004

Classical Painting, Sculpture and Printmaking