

EDUCATION

University of Maryland Baltimore County (UMBC)

Baltimore, MD. Bachelor of Arts in Visual Arts, received December 2001. Emphasis in Imaging & Digital Arts.

WORK

Freelance Web Designer / Developer

FolioType Design House, Llc. Oswego, NY, 2004 - Present.

- Oversee and execute the production of print and web design projects.
- Direct designers in the creation of print and web design content and user interface development.
- Photograph merchandise, color correct, and enhance images for advertising projects.
- Prepare quotations for photography, print, and website projects.
- Assist clients with posting content on various website platforms.
- Organize and update content for FolioType.com website.
- Develop and execute FolioType company branding and marketing strategies.
- Provide consultation services to existing and new clients in need of assistance with company branding.
- Build W3C compliant and search engine friendly websites.
- Maintain multiple web servers, manage system administrator responsibilities.

Adjunct Faculty - Art New Media Department

American River College, Sacramento, CA, 2005 - 2006.

- Developed class lessons and schedule for the Art New Media Design for Publication and Elements of Web Design courses.
- Lectured on design theories, techniques, and the various tools used in the creation of successful publication and website design.
- Instructed students during scheduled labs to understand Adobe InDesign CS2, ImageReady CS2, and Macromedia Dreamweaver tools in order to create portfolio quality samples.

Graphic Designer / Photographer

The Petting Zoo, Inc., Davis, CA (Glen Burnie, MD), 2001 - 2006.

- Photographed plush products for print catalog projects.
- Designed print catalogs, brochures, advertisements, hang tags and signs.
- Developed and maintained catalog website proof and product image database.
- Conceptualized and executed a variety of advertising projects.
- Worked with management team to develop new strategies for product marketing.
- Purchased printing from various vendors.

Web Developer

Client Ready, Inc., Davis, CA, 2002 - 2004.

- Assisted in the development of ClientReady.com and CoolHomePages.com websites.
- Designed, developed, and promoted customer websites.
- Prepared quotes for website projects and enhancements.
- Communicated with new and continuing customers about website needs.

Graphic and Web Designer / Production Assistant

Nexus Communications, Inc., Hanover, MD, 1999 - 2000.

- Designed print and web media for Nexus Communications.
- Created direct mail ads for businesses in diversified markets.
- Developed interfaces for 555-need.com and internal applications with a team of IT programmers.

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Portfolio samples at JeffWelsh.com

References & additional samples available upon request

Member of AIGA (<http://upstatenewyork.aiga.org>)

WORK
(continued)

Graphic Designer / Photographer

Color Catalog Services, Inc., Glen Burnie, MD, 1996 - 2001.

- Designed catalogs, brochures, and advertisements.
- Photographed merchandise and models for catalog projects.
- Developed and designed customer websites.
- Assisted in print purchasing.

Photographer's Assistant

Flair Photography & Video, Baltimore, MD, 1996 - 1997.

- Assist wedding photographer & videographer with event photography.
- Set up and break down lighting equipment at events.
- Assist with lighting, metering and secondary photographer tasks.

EXHIBITIONS

UMBC Studio A

Baltimore, MD, November, 2001. Public exhibition of installation capstone project.

UMBC Student Hallway Gallery

Baltimore, MD, May, 2000. Presentation of video work created in Digital Cinema class.

SKILLS

- Computer knowledge in Macintosh OS X Leopard and Windows XP systems. Experience maintaining and working in a network environment.
- Detailed knowledge of Adobe Photoshop CS4 Extended, Adobe Illustrator CS4, Adobe InDesign CS4, Adobe Flash CS4 Professional, Adobe Dreamweaver CS4, Adobe Fireworks CS4, Adobe Acrobat 9 Pro, Adobe Bridge CS4, Adobe Version Cue CS4, SNX Bar Code Pro, and BBEedit software packages.
- Programming knowledge of CSS, (X)HTML, JavaScript, JQuery, PHP, MySQL, XML, RSS, ASP, .NET, CGI Script, Unix and SSH/ VI scripting.
- Strong understanding of working in a LAMP environment.
- Ability to visualize and produce creative photography, print, web, and video projects using a variety of digital tools.
- Digital and traditional photography, graphic design, web design, and publication experience.

PUBLICATIONS

American Journal of Botany, Volume 95, Number 1

January, 2008. Scientific illustration and graphical work for paper on Organization of the Root Apical Meristem In Angiosperms. Additionally, creation of artwork for journal cover.

SAMPLE WEBSITE URLS

DESCRIPTION

<http://www.jeffwelsh.com>

Personal portfolio site

<http://www.foliotype.com>

Visual communications & information design

<http://www.atomicbooks.com>

Atomic Books (site in development)

<http://www.lakeontarioproam.us>

Salmon & trout team tournaments

<http://www.blueflycafe.com>

Fishing flies

<http://www.idsupershop.com>

ID card printers and systems