

Ash Waechter

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<http://www.ashwaechter.com>

Professional summary

- Over 12 Years of experience in design including, Exhibit Design, Web Design, 3D Design, Print Design
- Experience in bringing in project and understanding project needs such as estimating project scope and cost
- Extensive ability to develop the creative for project, such as web page layout, understanding call to action requirements for the site
- Experience in outsourcing contract designers and developers for design projects

Software expertise

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| • Photoshop | • 3D Studio (Max) | • Linked In |
| • Flash | • Dreamweaver | • Google AdWords |
| • Adobe Premiere | • Adobe AfterEffects | • Microsoft Office |
| • Image Ready | • Illustrator | • HTML |
| • Swift 3D | • Maya | • Google Analytics |
| • HTML | • Camtasia | • AWeber |

Professional experience

Freelance Designer | January 2001 – Present

Norwalk, CT | Cary, NC

www.AshWaechter.com

Web Design

- Design & developed many websites for a variety clients. Full portfolio can be seen here.

Flash Design

- Senior designer for MICOR Solutions' BAA Heathrow eLearning project.
- Developed interface screens for GSK Employment law eLearning course
- Flash website interfaces for Radian Technologies
- Coordinated Pitney Bowes the 2009 Mail Services Conference Flash Presentation

Clients: *Glaxo Smith Kline, BAA Heathrow, Radian Technologies, Pitney Bowes*

Exhibit Rendering & Animation

- Created 3D Rendering and fly through animation of tradeshow exhibit structures.

Clients and sub-clients include: [McMillan Group](#): AOL/Time Warner, GE, Toto, [Robbins Tesar](#): Pepsi, Unilever, Sonata, Galderma,

3D Design & Animation

- Created 3D Rendering and animation of Kraft's Jell-O in store dispenser system
- Modeled various consumer products for the [John Frieda](#) product line
- Lead Designer for Radian Technologies' new iBlast speaker system

Clients include: [Gartner](#), Radian Technologies, [Kraft Foods](#).

Architectural Rendering & Animation

- Created 3D Rendering and animations for various homes in Greenwich, CT and Oyster Bay, NY
- 3D Modeler for Beyer, Blinder, Belle: NYC
- Animation of Sbarro Pizzeria stores

Clients include: Antares Real Estate, [Beyer Blinder Belle](#) Nuzzi Architects, Andrea Baker Architects, Halper Owens Architects,

3D Designer | September 1999– December 2000

ExhibitGroup/Giltspur | Dallas, TX

www.exhibitgroupgiltspur.com

3D Renderings/Walkthroughs of tradeshow exhibits

- Managed multiple projects, successfully meeting budget and time constraints
- Managed complex, large scale animations from conceptual sketches to delivery
- Handled animation projects from EG satellite offices
- Managed all aspects of all animations, from design and concept to videotape and CD delivery
- Closely advised Design Director on software and hardware purchases
- Trained other designers in modeling, lighting and rendering using 3D Studio Viz

Clients: *Nortel Networks American Airlines, Galaxy AeroSpace, Intecom, LeTourneau, Inc., Price Waterhouse Coopers*

Exhibit Designer | September 1998– September 1999**Freeman Companies Corp. Headquarters | Dallas, TX**www.freemanco.com

3D Renderings/Walkthroughs of tradeshow exhibits

- Managed multiple projects, successfully meeting budget and time lines
- Provided training for other designers which was significant cost savings to the company
- Developed corporate design standards for all the regional office to use
- Responsible for saving (from being lost by another office) the ASoH account through an excellent design of exhibit graphics and exhibit design
- Created numerous models and animations for accounts including, Pizza Hut, John Deere, NADA.

Clients: *Taco Bell, BP Amoco, PeopleSoft, Western Cable, John Deere, NADA, American Society of Hematology***Digital Specialist | July 1997– July 1998****Montgomery Photo & Imaging | Dallas, TX**

- Creative director for many projects ranging from large scale posters to Polo shirt embroidery
- Managed other graphic artists in the department
- Assisted in the supervision of the computer graphics divisions
- Developed budgets for the department
- Provided advice to manager about future purchases.

Computer Graphics Artist | March 1996– June 1997**JCPenney Corporate Headquarters | Plano, TX**

- Responsible for creating and editing photographs for an online merchandising catalog
- Responsible for the special task of photo retouching of images in the lingerie and leather goods lines
- Introduced new time saving techniques, such as shorts cuts, actions, and special procedures.

Related experience**Media Planner |****Publicis/Bloom Advertising | Dallas, TX**

- Researched and profiled over 169 radio stations using the FOX Pro data system
- Researched target markets for BC Headache Powder, X-14, and other products

Assistant Media Planner |**Jordan, McGrath, Case & Taylor, Inc. | New York, NY**

- Responsible for conducting market research analysis for all client products
- Conducted competitive analysis for all client products

Production Assistant |**Sugar Hill motion picture starring Wesley Snipes | New York, NY**

- Managed communications between New York and Los Angeles
- Assisted in script changes and organization

Education

Tulane University | New Orleans, LA | BA in Communications

Related Education and training

Art Institute of Dallas | Dallas, TX | AA in Computer Animation and Design

Richland College | Richland, TX | Certificate in Flash

New Horizons Training Center | Shelton, CT | Certificates in Photoshop, Flash Dreamweaver

References and portfolioAvailable upon request. Personal portfolio at: www.ashwaechter.com