

# Ash Waechter

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Portfolio: <http://www.ashwaechter.com>

## Professional summary

- Over 12 Years of experience in design including: Flash Design, Exhibit Design, Web Design, 3D Design, Print Design.
- High level experience of estimating project scope and costs.
- Strong attention to detail, ability to work in fast paced environments and communicate effectively with clients.
- Ability to work with team members and to be work independently on large scope projects.

## Software expertise

- |                  |                      |                     |
|------------------|----------------------|---------------------|
| • Photoshop      | • 3D Studio (Max)    | • Power Point       |
| • Flash          | • Dreamweaver        | • Illustrator       |
| • Adobe Premiere | • Adobe AfterEffects | • Microsoft Office  |
| • Swift 3D       | • Google AdWords     | • Google Analytics  |
| • HTML           | • Camtasia           | • Action Script 3.0 |

## Professional experience

**Exhibit Designer (Contractor)** | March 16<sup>th</sup> – July 30<sup>th</sup> 2010

Apple Rock Displays | Raleigh, NC

[www.applerock.com](http://www.applerock.com)

3D Renderings/Walkthroughs of tradeshow exhibits

- Created systems in workflow, so twice the work could be done in half the time
- Created numerous 3D models and animations for RFP's
- Designed numerous exhibits for top companies

Clients: *Hawker Beechcraft/ Delta Products/ Channel Advisor / Radians / Maersk / Schunk*

**Freelance Designer** | January 2001 – January 2010

Norwalk, CT | Cary, NC

[www.AshWaechter.com](http://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
- Used Action Script for the development of eLearning courses
- 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](http://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](http://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
- 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 L.A. Assisted in script changes

### **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 portfolio**

Available upon request. Personal portfolio at: [www.ashwaechter.com](http://www.ashwaechter.com)