



**RICHARD WELCH**  
**GRAPHIC DESIGNER**

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http://welchgraphics.com

**PROFESSIONAL EXPERIENCE:**

**NEW YORK CITY DEPARTMENT OF EDUCATION**

2016—Present

- Contract graphic designer through School Professionals
- Lead designer on Beginning and End-of-Year test booklets, Teacher Manuals, Rubrics, and Scoring Guides
  - Designed graphics, tables, icons, and illustrations for test publications
  - Established print processes and preflight procedures

**NEW YORK UNIVERSITY SCHOOL OF PROFESSIONAL STUDIES**

2014—2017

- Contract graphic designer through Global Employment Solutions
- Oversaw layout, design, and production for tri-annual bulletin course catalog
  - Designed print brochures, postcards, banners, posters, and advertisements
  - Created interactive PDFs with hyperlinks and editable forms
  - Created design system for on-going assignments
  - Retouched and color corrected photos
  - Preflighted and released packaged files for printers
  - Reviewed printer proofs

**Q2A / BILL SMITH GROUP**

2011—2013

- Freelance designer: assignments for education and publishing companies  
Triumph Learning, Wireless Generation, Pearson, and RCL Benziger
- Page layout composition, creation, and corrections
  - Digital photo corrections and alterations
  - Preflight files for printers

**SCHOLASTIC INC. / TRIUMPH LEARNING**

2009—2011

- Freelance designer through Adecco Staffing Agency for education companies to develop educational text, workbooks, and product catalogs
- Created layouts and corrected files
  - Routed files to project and order form managers

**KAPLAN K-12**

2007—2009

- Production Manager
- Managed capacity and projects for production department with a 500K budget
  - Assigned projects to on and offsite production artists
  - Reviewed proofs, released packaged files to printers, and created interactive PDFs

**REDCATS USA/BRYLANE INC.**

1998—2007

- Desktop Supervisor / Senior Desktop Artist
- Supervised the KingSize desktop department
  - Layout and design of apparel and intimate apparel catalogs including Lane Bryant, KingSize, and Brylane Home
  - Coordinated with printers on blueline corrections and release of packaged files

**EDUCATION:**

- PRATT INSTITUTE** Brooklyn, NY – Bachelor of Fine Art Degree
- THE ART INSTITUTE OF PITTSBURGH** Pittsburgh, PA – Associate in Applied Science Degree
- NOBLE DESKTOP** New York, NY – Completed courses in Adobe Dreamweaver and Adobe Flash

**OTHER FREELANCE:**

- DESIGN:**  
*TBWA\Chiat\Day*  
*Ogilvy & Mather*  
*Applause Books.*  
*Guilford Publishing.*  
*American Heart Association.*

- ILLUSTRATION:**  
*Morgan Stanley*  
*Bloomberg L.P.*  
*ZOOM Media*  
*Absolut*  
*Pepsi*  
*Duracell*

**SOFTWARE:**

- Adobe CS6—CC*  
*InDesign*  
*Photoshop*  
*Illustrator*  
*Acrobat*  
*Bridge*  
*Dreamweaver*  
*Flash*  
*InCopy*  
*Microsoft Word*  
*Microsoft Excel*