

## **JUDD WHITEHEAD**

Winston Salem, NC 27104

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

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### **DESIGN SUMMARY:**

Creative professional with over 17 years of experience in graphic design and creative communications including: print, web design and development, UI design, 3-D modeling and rendering, 3-D printing, email marketing, and concept sketching. He is focused on quality, accuracy, and is well organized.

### **AMCASE, Inc. – Winston-Salem, NC**

**2011 – March 2017**

#### **CREATIVE MANAGER | SR. GRAPHIC DESIGNER**

Produced and managed new branding guidelines for company and its product lines. Designed new company logo, print literature, and website. Developed and maintained company website using HTML, CSS, JavaScript, and PHP, improving user experience, resulting in a 25% increase in web traffic. Tracked and reported web analytics to provide recommendations based on the data. Supported sales efforts through multiple channels including email marketing, A/B testing, website support, multimedia presentations, and print literature.

Copywriter and designer for monthly Project Spotlight used to keep sales force informed on our casework installations across the U.S. Photographer and editor for all advertising and managed photographic databases. Designed and manufactured 3-D printed miniature cabinets demonstrating their modular components capability. Reduced company marketing expenditure by 30% while increasing supply through targeted marketing materials and efficient resource management.

Engaged audience through social media channels growing following 300% in 18 months. Facilitated yearly company-wide fitness program with health insurance affiliates by designing theme, game, and tracking team progress. Presented data analysis of in-house printers to CEO resulting in \$2,000 savings per year.

### **Steel Solutions USA, LLC – Winston-Salem, NC**

**2009 – 2011**

#### **MULTIMEDIA DEVELOPER**

Produced all branding and marketing literature for this start-up company. Developed web applications including Flash photo gallery and 3-D animations demonstrating casework's interchangeable parts. Maintained order entry database and resource area on website for distributor network. Generated code-driven quote forms using JavaScript to streamline end-user data entry.

Designed an installation guide integrating a 3-D company installer to demonstrate proper cabinet assembly, reducing time and staying under budget. Created a PowerPoint presentation for VP of Sales and area managers, increasing their product knowledge, confidence, and sales presence throughout the U.S. Coordinated shipping and delivery of product between manufacturer and distributors.

### **Goelst USA, LLC – Winston-Salem, NC**

**1999 – 2009**

#### **SR. MULTIMEDIA AND GRAPHIC DESIGNER (2007 – 2009)**

Frontend and backend development of interactive CDs used to support and facilitate sales presentations to prospective clients. Showcased casework through interactive galleries and 3-D animations. Managed the final assembly, printing and distribution of 300-page product catalog. Increased company's photo library seven-fold by photographing prime installation sites.

#### **SR. GRAPHIC DESIGNER AND PHOTOGRAPHER (2003 – 2007)**

Developed applications to automate sorting of assets using Adobe Director Lingo coding which reduced work time from 8 hours to a few seconds. Automated furniture line art development with Adobe Illustrator for company product catalog reducing time from 3 weeks to 3 days. Mentored graphic designers regarding print media and 3-D applications. Collaborated with creative team to define and produce brochures targeting key markets boosting sales force confidence and knowledge.

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Designed, developed, and tested new packaging to protect sample cabinets from previous shipping damage resulting in zero damage and thousands of dollars saved. Administered SharePoint site. Provided professional photography of U.S. furniture installations for company's print literature.

### **GRAPHIC DESIGNER (1999 - 2003)**

Produced a series of interactive CD presentations for CEO and lead sales personnel increasing their overall presentation effectiveness to the furniture industry. This involved frontend UI design, illustration work, 3-D modeling, animation, and backend programming using Lingo scripting.

Monitored and designed from concept to completion all literature pieces going to press, ensuring consistency with brand guidelines and color accuracy. Coordinated, edited, and produced a manufacturing video of casework furniture. Assisted in several casework furniture installations.

### **SKILLS:**

Adobe Creative Suite; Photoshop, Camera RAW, Illustrator, InDesign, Dreamweaver, Bridge, Flash, Director, Premiere; Acrobat Pro, Adobe LiveCycle, Google Analytics, WordPress, LightWave 3-D, Simplify3D, AutoCAD, Alias Wavefront, Pro/Engineer, Sound Forge, Word, Excel, PowerPoint, Outlook, SharePoint, MapPoint; PC and Mac. Languages – Lingo (Adobe Director), HTML, CSS, JavaScript, ActionScript 3.0.

3D printing, 3-D modeling/animation, 2-D engineer drawings, concept sketching, marker renderings and physical model maker. Photo color correction and retouching. Knowledge of pre-press production, Pantone colors and printing processes. Digital SLR cameras, tilt/shift lenses, scanners, and plotters.

### **EDUCATION:**

*SCHOOL OF DESIGN, NC STATE UNIVERSITY – RALEIGH, NC*

Bachelor of Industrial Design – May 1998

Minor in Graphic Communications

GPA: 3.920 – summa cum laude

### **AWARDS:**

*Phi Kappa Phi* National Honor Society | *Phi Eta Sigma* National Honor Society | *Golden Key* National Honor Society | *Tau Sigma Delta* Honor Society for high achievement in design | *IDSA* Student Merit Award Nominee | *Robert Holmes Hammond Award* for achievement and potential leadership in graphic communication.