

JARROD WEATON

Retoucher/3D Artist

LOCATION: Denver/ Boulder

PHONE: (303) 819-2416

PORTFOLIO: jarrodweaton.com

EMAIL: jarrod@weatondigital.com

CAREER SUMMARY

Studio artist with extensive experience retouching and rendering 3d designs, working on large brands, small start-ups and everything in between. These including Coors, Under Armour, Nite Ize, Popsockets, Asics, Camelbak and many others. I built my career executing at the highest level and excelling in product visualization through photography, retouching, 3D and more. My work has presented products and ideas from concepts through to hero images and finished designs for print, digital, and motion. I approach image making as a process to demonstrate unique designs and functionality via story telling through both stills and motion.

SKILLS / SOFTWARE

- Retouching
- Illustration/Pattern Creation
- Creative Trafficking
- Critical Color/Prepress
- Print Buying Expertise
- Graphic Design
- Wordpress
- Digital Asset Management
- Photography
- 3D Modeling

Office:

MS Word, MS Excel, MS PowerPoint, Keynote, Google's G Suite, Basecamp, Slack

Photography and Design:

Indesign, Illustrator, Photoshop, Capture One, Lightroom

3D:

3ds Max, Maya, Cinema 4D, Adobe Dimension, Adobe Aero, Keyshot, Octane, Redshift, V-Ray

Video:

After Effects, Premiere, Audition

WORK EXPERIENCE

Weaton Digital LLC

3D Artist - July 2017 to Present

My boutique creative and production business requires me to meet budgets and timelines while juggling multiple projects. I provide exceptional value for Art Directors, Designers, and Account Managers, working seamlessly with a variety of creative and production tools to fit the job.

- » Develop or maintain the brand styles for campaign and product launches. Package design, graphic design, retouching, 3D rendering, photography, and video are used to fit the scope of the projects.
- » Increase customers' sales by creating a visual customer experience around their products and services.
- » Migrate client imagery from traditional photography to 3D renders for speed-to-market product launches, label updates and beautiful and consistent product imagery. These are used for ecommerce, social media, catalogs and overall marketing.
- » Clients include Momentum Worldwide, Amelie Company, Nite Ize, Popsockets, Camelbak, and others.

George P. Johnson

Graphics Producer - Jan. 2020 to Mar. 2020

- » Led the production process for more than 300 graphics for 4 events and tradeshow for Google Developers, Google Retail, and Google Health.
- » Reviewed engineering drawings and planned the production of graphics to fit within existing structures and new fabrications for tradeshow and events.
- » Developed a tracking matrix in MS Excel that documented creative details including budgets, key hand-off dates, and more.
- » Trafficked design elements through design, production, and hand-off to vendor.
- » Communicated traffic and production details and deadlines to the Art Director, Account Manager, Production Manager, and others through the creative deck, spreadsheets, meetings, email, etc.

Exxel Outdoors

Photographer/Retoucher - 2015 to July 2017

- » Created and managed the photographic style for Sierra Designs, Kelty, Ultimate Direction, Slumberjack, and other brands owned by Exxel Outdoors for perfect symmetry and beauty.
- » Managed workflow for all product and some lifestyle imagery for 10 brands plus SMUs. Shot, clipped, retouched and prepared images for catalog, web, and dealers for accuracy and perfection.
- » Developed standards and guidelines for all imagery, maintaining consistency across the line but created a unique visual language to differentiate each brand. The documents included lighting diagrams, camera positions, angles, etc.

Weaton Digital, Inc.

Photographer /Visual Artist - 2010 to 2015

My photography and production company requires me to meet budgets and timelines for CPG and agency clients. I wear various hats: sales, project manager, account manager, accountant, and more. I provide exceptional value for my clients, working seamlessly with a variety of creative and production tools to fit the job.

- » Owned and operated a photo studio specializing in product and softgoods/footwear. Styled, shot, lit, and retouched products to increase sales and to support clients' in-house teams.
- » Created images and campaigns via photography, 3D modeling/rendering, motion graphics, retouching, and compositing to create a visual style for agencies and brands.
- » Consulted and bought print for cost savings and identified best method/vendor for the project. Forming and maintaining relationships with vendors who have facilities around the country allows for Print-on-Demand and quick turn-arounds, thereby saving time and money.
- » Clients include Gaiam, Pearl Izumi, Golite, Street Source Marketing, Amelie, Oboz, and others.

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WORK EXPERIENCE (CONTINUED)

The Integer Group

Studio Retoucher - 2012 to 2014

- » Worked in-house as a studio artist among a team of other retouchers, illustrators, and designers to bring to life the campaigns for Proctor and Gamble, Coors, Victory Motorcycles, and others.
- » Created key visuals for national billboards and POS with the use of the entire Adobe Creative Suite.
- » Created perfect production files for working in a team environment and for executing in print and digital.

Pearl Izumi

Art Director/Interactive Manager - 2006 to 2010

During my tenure we were the leading cycling and running apparel and footwear company, which was introduced to the US market in 1982.

- » Built and directed the graphic design department on dealer- and consumer-facing collateral including packaging catalogs, email blasts, social media, websites, POP, and in-store promotions, etc. for brand consistency and maximum impact in a competitive industry.
- » Created the visual design language for images while directing photographers and photo shoots, for brand and category consistency and creative collaboration.
- » Bought print, managed print vendors, and facilitated press checks with my team to ensure high quality and brand identity were maintained. This included localization for international dealers and customers.
- » Managed the development of the brand website launch alongside our external branding agency. I facilitated design functionality and user experience with our California development team.

Fusion Specialties

Project Manager/Quoting - 2002 to 2006

- » Managed projects for in-store merchandising including fixtures, displays, and mannequins.
- » Led the Design process for new merchandising displays and mannequins with my team. Tracked and managed design, development, production, QC, shipping, purchase orders, and deliveries.
- » Consulted with the client on objectives, working with our in-house teams of sculptors, engineers, welders, fabricators, painters, sewing teams, etc. to meet the needs of the customers for retail store roll-outs.
- » Produced all quotes for new projects, capturing every screw, bolt, weld, print, and minute of labor on each production item.
- » Clients included Talbots, Hollister, Gap Brands, Victoria Secret, Nike, Pac Sun, Armani Exchange, and many mall stores.

EDUCATION

Bachelor of Arts

California State University, Long Beach

Major: Radio, Television, and Film
(Focus: Cinematography, Director Photography, Photography)

Minor: Marketing

Continuing Education via online courses and tutorials