

JARROD WEATON

Senior 3D Artist

LOCATION: Denver/ Boulder

PHONE: (303) 819-2416

PORTFOLIO: jarrodweaton.com

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CAREER SUMMARY

3D Artist with extensive experience in all aspects of 3d imaging. From lighting and texturing to animation and finishing, I work with a variety of software based on the needs of the project and the needs of the teams. I work with large brands, small start-ups and everything in between. I am the Senior 3D artist for Brilliant Earth, a publicly traded jewelry company. I have also worked with large companies 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 3D imaging, photography, retouching, and more. My work has presented products and ideas from concepts through to hero images and finished designs for print, digital, 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

Brilliant Earth

Sr 3D Artist/ Product Renderer - August 2021 to Present

Bringing cutting-edge renders in place of photography for luxury jewelry increases speed and efficiency with regard to image creation and e-comm file preparation. Starting with CAD models, I create beautiful images that are consistent with brand yet unique to highlight the products' features.

- » Develop written procedures for the new 3D pipeline with checks at each stage for accuracy and speed.
- » Develop textures and lighting in Cinema 4D and post production direction for each sku. These base files are foundations for entire sku sets executed by my team of 3D production artists.
- » Check team member's work for accuracy, based on direction and using the procedures and QA checklists.
- » Troubleshoot technical issues to keep production artists on task and keeping images consistent.
- » Continue to seek new and better solutions for making stunning images more consistent and more quickly.

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.

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.

EDUCATION

Bachelor of Arts

California State University, Long Beach

Major: Radio, Television, and Film

(Focus: Cinematography, Director of Photography, Photography)

Minor: Marketing

Continuing Education via online courses and tutorials

ORGANIZATIONS

Colorado Ad Club

Naturally Boulder