

JARROD WEATON

3D Artist Still + Motion

LOCATION: Boulder, Colorado

PHONE: (303) 819-2416

EMAIL: jarrod@weatondigital.com

PORTFOLIO: jarrodweaton.com

CAREER SUMMARY

Multidiscipline Artist with experience in 3D imaging and VFX. Creating images that tell stories and convey ideas through still images and motion, I use the tool that is best for the job.

Integrating 3D animation with after effects, VFX and motion graphics help to convey messages thoroughly. I work in a variety of ways to support teams and step in where my skills are needed.

With a foundation in photography and film, I create imagery that's just right for the project with a balance of art and production.

SKILLS / SOFTWARE

- 3D Modeling/Rendering
- Retouching
- Illustration
- Animation
- Graphic Design
- Project Management
- Critical Color/Prepress
- Digital Asset Management

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, V-Ray, Cinema 4D, Keyshot

Video:

After Effects, Premiere, Audition

WORK EXPERIENCE

Sierra Sage Herbs

Senior Visual Artist – March 2022 - Present

Develop and maintain the brand identity for Sierra Sage Herb products and brands through graphic design, video, 3D rendering, photography and retouching.

Increase customers' sales and build and maintain strong brand identity by creating a visual experience around our products and services.

Shoot video of management and staff to support PR, news and sales collateral.

Weaton Digital LLC

Visual 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.

Consult and buy print for cost savings and identify the 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 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 tradeshows 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 tradeshows and events.

Developed a tracking matrix in MS Excel that documented creative details including budgets, key hand-off dates, and more.

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.

WORK EXPERIENCE (continued)

Weaton Digital, Inc.

Photographer /Visual Artist - 2010 to 2015

My photography and production company required 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.

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.

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