

# rich roth // resumé

[PHOTOGRAPHER] [DESIGNER] [ARTIST]

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## WORK EXPERIENCE

### nStrumental Designs Inc/InfiniEDGE Software

10.2008–12.2009 // Prairieville, LA // *sr. graphic designer • photographer*

Created and conceptualized a wide variety of websites, software interfaces, ui's, emails, logos, background graphics, brand strategies, and more. Highly involved in group meetings discussing job strategies. Worked with a team of software developers when laying out skins and themes. My knowledge was passed on to employees coming in. Was in charge of conceptualizing and execution of all photography the company was paid to execute. Photography included commercial shoots, marketing shoots, corporate head shots, product pictures, event photography. Rebranded InfiniEDGE Software and Slumber Parties from the ground up with my team. Duties included conceptualization of the new brand, what features were most important to show/push, How the site(s) should function.

### Bclip Productions

07.2007–10.2008 // Baton Rouge, LA // *multimedia developer • sr. graphic designer • photographer*

Responsible for the development of projects in need of a certain look/feel. Re-branded & developed bclip's identity and accompanying collateral. Sped up work flow & turn around time by being a part of the team. Designed and implemented a variety of websites, cd-rom interfaces, logos, clientele brands, video graphic packages, dvd menus and more well under the quoted times. On staff photographer. Audio editor using audacity. Spoke 1-on-1 with clients regarding their projects in person and by phone.

### RRR Screen Creations

1997–present // Addis, LA // *graphic designer*

Designer of signage, awards, acrylic glass, glass and vehicle graphics. Use various printing and plotting software. Assist with silk-screen printing. Handle clients from beginning to completion of job (short client list: Dow Chemical, Baton Rouge Corvette Club, St. Jude Fund Raiser, Daigles Supermarket, Iberville Bank, Equate, ME Global).

### H2O auto spa

05.2007–03.2009 // Baton Rouge, LA // *contract designer*

Branded their company in 2007. Established a Marketing Plan in 01.2008–present. Provide them with designs of beauty and Luxury drawing the attention of clientele they desire. Met with printers and worked with them so that h2o would get the highest quality product at the most competitive price.

### Frey C. Computing Services

05.2006–09.2006 // Baton Rouge, LA // *web developer*

Developed website layouts for clients who provided files via e-mail. Created brochure for Louisiana State University's incoming freshmen.

### Graphic Services

01.2006–05.2006 // Baton Rouge, LA // *intern*

Student graphic designer incorporating typography, print and production. Created layout for LSU fiscal calendar.

### Freelance Designer • Artist • Photographer

03.2003–present // Baton Rouge, LA

Designer of logos, Stationary Packages, Restaurant Menus, Ads, Web-Sites and any needs brought to my attention by those seeking my creativity. Creator of original art for established businesses around Baton Rouge Louisiana. Photographer for Events, Weddings, Commercial, and Corporate needs.

## EDUCATION

Louisiana State University // 2004~2006 // Baton Rouge, LA

Bachelor of Fine Arts 3.56 GPA

Chancellors List spring 2006, 2007

Studio Art 3.87 GPA

Deans List fall 2004, 2005 - spring 2006

## CAREER SKILLS

**Software** // Dreamweaver, Photoshop, Illustrator, Indesign, Flash, Bridge, Acrobat, Distiller, Lightroom, MS Expression, MS Office, Aperture 2/3, CorelDRAW, Corel Painter

**Coding** // HTML, XHTML, CSS, JavaScript, jQuery, PHP

**DSLR** // Nikon D3, D700, D90, D80, Canon 30D

**Fine Art** // Pencils, Inks, Pigments, Photography

## ACCOLADES

**Bronze Telly Award** for a video package created for a special group of folks: ReCreation Experiences. May, 2009 \*project co-created by bclip

**Silver Telly Award** for video package created for Camp Highlander. March, 2009 \*project co-created by bclip

**White Light Night 09 featured Artist** @ Louisiana Office Supply.

**ARTmelt 09** accepted artist for a triptych photography piece.

**Featured Artist @ Gallery N** for T.W.I.S.T. digital art showing for the entire month of January, 2009

**Mastering Web Design/Advanced Web Authoring** continuing education course completed September 2007

**Gold & Silver Prize (ADDY)** Awarded by the Advertising Federation of Greater Baton Rouge in 2007

**Voted MVP** of group for Houston Ad Federation Conference 2006

**Featured Artist** for a local series show: Perspektiv–08.2006, Thursdays on Third–10.2007, Art Lounge–12.2007

**National 20x20x20 art show**, pen and ink drawing selected, spring 2004

**Honorable mention** for acrylic glass piece shown @ the Louisiana State University Student Art Show, spring 2004

**REFERENCES** available upon request\*

Shape.  
create.  
believe.  
imagine]