**Profi­le**

Tom is a creative hybrid who integrates the best practices of traditional advertising with interaction and experience design. His effective, award-winning advertising and design has helped clients reach their goals for over 20 years. Tom’s extensive experience as an art director includes successful campaigns at ad agencies, in-house creative departments and with freelance accounts.

**Experience**

November 2016–Present

Art Director—ConAm Group

Provide art direction, design and project management for a national real estate and property management company.
Projects include naming, branding, signage, ad campaigns, brochures, logos, banners, and web site administration.

August 2016–November 2016

Graphic Designer—The ConAm Group

Provided graphic design for a national real estate and property management company.
Projects include flyers, brochures, logos, signage, marketing and sales collateral.

Highlight: Responsible for branding multi-family real estate developments.

September 1998–Present

Art Director—Thomas Charles Welch, San Diego, CA

Freelance art direction and design for print and web including ad campaigns, branding, catalogs, logos, packaging, marketing and sales collateral, direct mail, trade shows, posters, landing pages, banners and email.

Clients include Intuit, Taxcient, Solar Turbines, Accriva Diagnostics and the Vitro Agency.

Highlight: Responsible for naming and rebranding vAudit to Taxcient; after rebranding Taxcient was acquired by Avalara.

September 2012–January 2013

Creative Director—Hansa Marketing Services, Evanston, IL

Provided on-site contract creative services for Illumina, Inc., San Diego, CA, a global company that develops array-based solutions for DNA, RNA and protein analysis; managed offshore creative teams in a high-volume, fast-paced environment. Responsibilities included

• Creative development and design of marketing materials

• Global creative management

• Print/Web/Trade show

Highlight: Increased the Hansa art department productivity by 345% in one fiscal quarter.

July 2008–June 2011

Creative Director—CUTS Performance Marketing/CU Solutions Group, San Diego, CA

Creative development and design of all affiliate online and print marketing campaigns including:

• B2B and B2C email template design

• Banner design

• Website design and administration

• Design and management of web-based marketing tool kits

• Trade show booth and collateral design

Clients included over 1,000 credit unions in the United States.

Highlight: Developed and designed product discount banner web pages for credit unions;

after campaign launch, program enrollment increased by 475%.

April 1999–August 2003

Senior Art Director/Art Department Manager—Intuit Inc., San Diego, CA

Developed all creative materials for accountant-targeted marketing campaigns for leading financial software company. Managed a creative staff of full-time and freelance artists.

Responsibilities included

• Print

• Trade show booths and collateral

• Product demo packaging and information kits

Clients included ProSeries and Lacerte professional tax software; QuickBooks products
for accountants.

Highlight: Built the creative and production teams into a strong group of contributors for product lines with total annual sales of $338 million.

September 1995–September 1998

Art Director—Phillips-Ramsey/McCann Erickson, San Diego, CA

Provided art direction, design and production services for one of the largest ad agencies
in San Diego. Supervised freelance artists in the production of television, print and
outdoor advertising.
Clients included San Diego Zoo, Del Mar Thoroughbred Club and WD-40.

**Education**

Art Institute of Boston (Advertising, Design and Photography)

Massachusetts College of Art (Semiotics)

**Computer Expertise**

MAC/PC, Adobe CC, Photoshop, Illustrator, InDesign, Flash, MS Offi­ce, HTML and WordPress

**Continuing Education**

Nielsen Norman Group (Interactive design workshops)

UCSD Extension (Flash I and II)

UCSD Extension (Dreamweaver II)

DMA Annual Conference (Direct marketing seminars and workshops)

UCSD Extension (Managers Tool Kit training)

**Portfolio**

Available online at [www.tcwelch.com](http://www.tcwelch.com)

619-850-0516 • tom@tcwelch.com • [www.tcwelch.com](http://www.tcwelch.com)