



Jesse Welch

DESIGNER FOR PRINT & DIGITAL

SPECIALTIES

Advanced Design Skills

Leadership & Management

Excellent Team Player

Javascript

HTML

CSS

Deadline Driven

Diverse Skill Set

Outside The Box Thinker

Attention To Detail

SKILLS



HELLO

I'm Jesse Welch and I have more than 15 years experience in the corporate graphic design industry. I am currently working as a Lead Designer for Sterilite Corporation, which is the largest manufacturer of plastic housewares in the world. I have a diverse skill set and experience, with projects ranging from packaging design and corporate identity, to catalog layout and web design. I have strong communication skills and pride in my professionalism. I've been driven toward success and highly motivated for the entirety of my career. I look forward to speaking with you soon.

EXPERIENCE

Sterilite Corporation
Lead Graphic Designer

2006 - present

I am the Lead designer for the world's largest manufacturer of plastic housewares. I manage the design department and train new employees. I collaborate regularly with the VP of Marketing, working directly on finalization and approval of all projects, recently including the complete redesign of the website, in appearance and functionality, launching early in 2021. I work directly with the Executive VP on projects mainly focusing on specialty shipping carton artwork, used in the seven plants across the United States prior to being sent to distribution points for more than ten thousand retail locations domestically. I work with the VP of Engineering to create dielines for packaging, applied to products still being designed or having molds created overseas, as well as the Marketing Manager to create designs for those products, as the moment production is possible, packaging must be ready to go as well. I direct photography of products in studio, and on location. I am responsible for the design and creation of Sterilite's annual catalog and conceptualize and manage creation of advertisements for trade magazines. I self-manage and work in a fast-paced environment to meet numerous, concurrent deadlines. I work directly with multiple printers to ensure quality of product packaging and labeling, and perform regular checks of printed samples. I have experience with a remote working environment.

Premier Rejuvenation
Freelance Graphic Designer

2019 - Present

Premier Rejuvenation is a medical spa in Coral Springs, Florida. Initially hired as a consultant, I quickly became involved in the creation of a logo, brand style-guide, and developing and maintaining the company's website.

RAE Communications
Freelance Graphic Designer

2019

When RAE was hired by Pure Pure Storage, a data storage solutions company based in Mountain View, California, I was brought on to design and rework more than one hundred slides for a media presentation. This process required regular, remote collaboration with the Marketing Director as well as the Pure Storage Sales Team, CEO and top-level management.



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HONORS

Dean's List 3 Semesters

Visions 2002, Fitchburg, MA.

EDUCATION

B.S. in Communications Media, focus in Graphic Design
Fitchburg State University,
May 2004
Fitchburg, MA

INTERESTS

Design

Music

Art

Photography

Family

EXPERIENCE cont.

Mount Wachusett Community College

2014

Adjunct Professor

Hired as a photography instructor, I was responsible for providing students with a high quality remote learning environment, while utilizing their focused expertise and experience in laboratories, and online platforms. I taught an Introduction to Photography class that provided the basis for their future education.

WhyNameUs

2011 – 2015

Freelance Graphic Designer

NYC marketing agency WhyNameUs hired me to create an updated logo. That project spawned a working relationship where I regularly consulted as an art director for the company. I was trusted to work with their biggest clients, Red Rabbit and Angelo David Salon. Design projects ranged from brand identity, and frontend website development to print collateral, email marketing, signage, and vehicle wraps.

Elan Vital Design Group

2004 – 2006

Art Director / Owner

I owned a graphic design, marketing, and photography business. The design work touched nearly the entire spectrum of the field, including building signage, websites, t-shirts, advertising, and much more. I managed and directed a sales team to sell my design services. During more than two years running this business, I expanded my entrepreneurial goals by opening a retail art store and co-managing a music venue.