



email: cullenbalch@gmail.com

C. Cullen Balch

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Desktop Publishing Graphic Design Illustration Web Design Color Separation

Education

May 95- Jan. 97

American Academy of Art, Chicago

Associates of Applied Science Degree: Electronic Design

Computer & Technical Skills

Graphics Specific Software

Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Quark Xpress
Dreamweaver
Flash

Other Software/Skills

Mac and Windows operating systems
Prepress Image RIPs
Thermal Vinyl Printing/Plotting systems
Onyx contour cutting software

Graphics / Printing Specific Skills & Experience

Color Separation: 4 color process, spot & simulated process for screen, offset and pad printing industries
Production Room / Paste Up Art / Digital Paste Up / Desktop Publishing

Typography

Mounting / Matting / Framing

Digital Imagesetters

Basic Dark Room / Film Development

Flatbed High Resolution Scanning

Large Format Inkjet Printers / Vinyl Plotters / CAD Plotters

Digital Photography / Videography

Web Ready Graphics

Textile Screen Printing

Mounting / Matting / Framing

Sign Making / Neon Sign Pattern Design

Recent Employment History

Aug. 07- Present

FASTSIGNS - Lacey, WA

Graphic Designer

Responsible for all art related aspects of a high volume, fast paced sign shop. Duties include: Design and output of vinyl sign, banner and vehicle graphics utilizing thermal & solvent based inkjet printing along with computer plotted vinyl. Design and file preparation for sandblasted, silkscreened, router-cut, neon and dimensional signage and displays. Upkeep and daily maintenance of design and RIP computers / software, printers, plotters, supplies and consumables. Coordination of daily work flow to meet deadlines for production. Assisting in the physical production of signs and vinyl graphics.

May 03 - Present

CB Digital Design & Illustration

Freelance Graphic Designer/Illustrator/Color Separator

I provide a full range of art services for a diverse scope of clients on a work for hire basis. Some of the graphic services I provide include: custom digital and traditional illustration, graphic design/desktop publishing, promotional materials, logo art and identity packages, web design, photo retouching, , color separation, digital output and custom mounting, matting and framing.

Jan. 06 - April 06 (Seasonal)

Life Touch Publishing.-Lovespark, IL

Page Assembly

Assembled yearbook pages from school supplied images and text using Quark Express and proprietary software. Other duties included: photo retouching, cropping and color correction, basic page proofing.

Mar. 02 - May 05

Expression Wear Inc.-Oregon, IL

Art Director

Responsible for all art related concerns with in a small automated print shop, including: customer coaching and expectation management, price quoting, concept and creation of original artwork, recreation and/or color separation of customer supplied artwork, and the translation of artwork from film to press ready screens for production.

Nov. 00 - Jan. 02

Togaworld.com.-Elgin, IL

Senior Designer

Headed a team of four designers in the conception and creation of web ready and printable graphics for a wide variety of national apparel markets. Managerial duties included creating new and streamlining existing Art Dept. procedures including the archiving of digital artwork, design and color separation techniques, and coordinating work flow from sales through art to production.

June 98 - Nov. 00

Creative Apparel Design & Distribution Group -Rockford, IL

Art Services Coordinator

Responsible for creation and separation of artwork for the local and national marketplace. Managerial duties included price quoting, job scheduling, meeting daily deadlines and the customer's expectations. Also responsible for day to day operations of the Art Dept.: helping to coordinate a daily production schedule, seeing jobs through from conception to sample print, maintaining the film and print standard libraries and a digital archive/ database, and dealing with all questions/ problems art related.

April 98 - June 98

Rockford Map Publishers Inc.-Rockford, IL

Digital Cartographer

Utilized Adobe Illustrator to convert CAD drawn maps into easier to read color platbook pages.

Mar. 97 - Feb. 98

Information Resources Inc.-Chicago, IL

Digital Image Technician

Enhanced product images retrieved from Hi-8 and DVD video, utilizing Adobe Photoshop. Other duties included filming products for future use and answering fellow employee's questions on photoshop and job specific software.