



DOUGLAS DALE WELCOME

make things : build people

As a creative **maker**, I design compelling audio/visual work and shape holistic experiences to engage audiences. As a collaborative **people-builder**, I harness the strengths of artists, designers, and engineers to create an expansive experience beyond an individual expression.

San Francisco Bay Area



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douglaswelcome.com



619.302.7528



SOFTWARE



Design

Photoshop, Illustrator, InDesign

UI/UX

Sketch, Adobe Experience, Balsamiq

Front-End Web

CSS, HTML, JS, PHP

Audio

Protools, Logic, Ableton Live, Audition

Video

Final Cut, Premiere

Motion/3D Graphics

After Effects, Blender, Sketchup

Web CMS and VCS

Drupal, Joomla, Wordpress, Blackboard, Moodle, Git

Productivity/Presentation

Project Management (Asana, Jira, Trello), Word, Excel, PowerPoint, Keynote

HARDWARE



Theater/Architectural Lighting Design

Audio/Visual Systems Design

Hardware Design and Prototyping

IoT, SBCs, MCUs, FPGAs

EDUCATION



Point Loma Nazarene University

BM, Instrumental Performance, 2008

Magna Cum Laude

San Diego State University

MM, Jazz Studies, 2012

University of Maryland

Grad. Studies, Music Theory, 2015



RELEVANT EXPERIENCE

Creative Strategist and Designer

06.16-Present

Douglas Dale Welcome: San Francisco Bay Area, CA

- Develop visual identity and branding strategy for clients
- Design logos, front-end web, and print/digital marketing graphics
- Create style guides and templates to ensure visual identity consistency
- Redesign event spaces, including design audio/visual and lighting system

Creative Director

01.15-06.16

InspireDC: Washington, DC

- Designed and implemented a cohesive visual identity and style guides across digital, print, and interior space design
- Guided creative conceptualization while managing project goals, and deadlines
- Planned marketing campaigns and designed accompanying digital/print media tool kits
- Designed print graphics for promotional merchandise, flyers, posters, signage, and banners
- Designed digital graphics for responsive web, social media, and large format digital display

America Counts Program Coordinator

06.12-06.15

Leadership & Community Service Learning, University of Maryland: College Park, MD

- Designed and led training presentations student tutors and leaders
- Produced integrated video and web-based training modules and weekly instructional presentations
- Designed promotional digital graphics for web, social media, and large digital displays
- Designed print materials for marketing across campus and throughout community

Instructor

08.11-07.13

Capitol Hill Arts Workshop: Washington, DC

- Designed pedagogical website to engage young students and communicate with parents
- Developed curriculum for child and adult music courses and summer camps, including instrument-making, rock camp, and electronic studio music

Show Producer/Director and Instructor

09.11-08.13

School of Rock: Washington, DC

- Produced seasonal shows, including programming, music instruction, and event logistics
- Designed accompanying promotional flyers, posters, and social media graphics for events

Account Executive

09.08-05.09

Fuel Power Marketing: San Diego, CA

- Managed client accounts and consulted on product marketing
- Facilitated product branding and design between client and marketing team