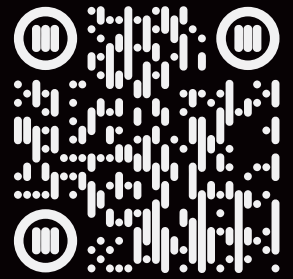


James Clayton Welch

Visual Designer | Media Specialist | UI/UX Designer

423-650-3106

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Chattanooga, TN 37405



SUMMARY

Versatile Visual Designer and Media Specialist with 9+ years of experience in branding, digital design, print, motion, and UI/UX. Skilled in leading creative projects, mentoring teams, and developing design programs in both corporate and academic settings. Known for delivering high-impact visuals that improve engagement, streamline production, and elevate brand identity across platforms.

EDUCATION

Bachelors of Fine Arts, Graphic Design, University of Tennessee at Chattanooga, 2013-2018.

- Gallery Award for Photography - **Cress Gallery**, 2016.
- Launched an iOS app with 20,000+ users; featured in **The Echo** and **Nooga.com**, 2014.

EXPERIENCE

Graphic Designer at Life Care Centers of America. *Cleveland, TN*
October 2024 - June 2025.

- Designed social media assets for corporate presence across brands increasing engagement by 30%.
- Produced and optimized print materials for national distribution across facilities, enhancing brand consistency.
- Led image creation and photo retouching processes streamlining production by 40%.

Graphic Design Professor at Cleveland State Community College. *Cleveland, TN*
October 2023 - December 2024.

- Founded and directed the launch of the college's graphic design program, shaping curriculum, guiding departmental standards, and advising program growth.
- Taught courses in design principles and typography, resulting in a 90% average student project completion rate and strong end-of-term evaluations.
- Developed 10+ original assignments and 20+ lecture presentations aligned with industry standards for class of 15+ students.

Contract/Freelance Graphic Designer and Art Director. *Chattanooga, TN*
April 2020 - December 2023.

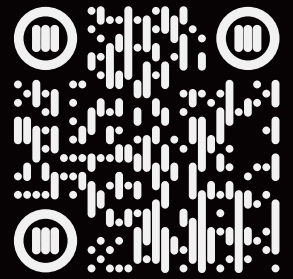
- Delivered 60+ client projects, including full brand identities, animated logos, and digital/print campaigns.
- Collaborated on over 15 multimedia campaigns, led teams of 10+ creatives, improving audience reach by an average of 25% for clients.
- Increased client satisfaction and repeat engagement by 60% through timely delivery and personalized design strategies.

Graphic Designer at Check into Cash. *Cleveland, TN*
August 2019 - April 2020.

- Directed creative direction for marketing materials used across 800+ store locations.
- Produced over 100 digital ads, web banners, and email campaigns, contributing to a 20% increase in open rates and 15% boost in CTR.
- Assisted in coordinating photo/video shoots and provided art direction on location to maintain brand consistency and message clarity.

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EXPERIENCE

Instructional Designer at Blood Assurance. *Chattanooga, TN*
August 2016 – June 2017.

- Led the planning, filming, and post-production of instructional content used across all Blood Assurance facilities, supporting internal training and compliance efforts.
- Designed and distributed digital assets including posters, booklets, and flyers to unify educational messaging across dozens of medical locations.
- Conceptualized and developed an instructional video game for placement in a local Children's Hospital, simplifying the blood system for young patients and increasing educational engagement.
- Coordinated cross-functional collaboration between design, education, and healthcare teams to align visuals with learning outcomes and institutional standards.

Graphic Designer at Chattanooga Design Studio. *Chattanooga, TN*
September 2015 – May 2016.

- Created digital publications and infographics that informed the public about Chattanooga's civic spaces and urban planning initiatives.
- Led the visual documentation of public areas across the city through photography, archiving, and content curation for educational and promotional use.
- Selected as the first graphic designer ever admitted into the fellowship program; performance and leadership directly influenced the creation of an ongoing graphic design fellowship track.
- Collaborated with architects, planners, and civic leaders to ensure design work aligned with municipal goals and community outreach strategies.

SKILLS

Design & Creative

Visual Design, Visual Storytelling, Branding, Typography, Layout Design, Color Theory, Infographics, Campaign Development, Copywriting, Storyboarding, Print Production, Game Design, Interactive Media.

Tools & Software

Figma, Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Lightroom, Procreate, Procreate Dreams, Microsoft Office Suite.

Web & UX

UI/UX Design, Wireframing, HTML, CSS, JavaScript (basic), Web Design, Responsive Layouts, Email Design.

Media & Motion

Motion Graphics, Animated Logos, GIFs, Video Editing, Photography, Retouching, Color Grading, Sound Design, Audio Production.

Strategy & Leadership

Art Direction, Creative Strategy, Project Leadership, Team Building, Client Communication, Content Planning, Design Education, Teaching.