CARL HERRING
- graphic designer & digital artist -

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About Me

Hello, I'm Carl! I'm a Graphic Designer & Digital Artist. I have experience working on a multitude of digital art projects both in studio, remote and freelance settings. Whether I'm working on logos, 3D models, documents, business cards, web graphics, apparel, merchandise, packaging, book covers, I approach every project with the goal to create something that will be memorable and reflect the vision of my clients, employers and colleagues.

Portfolio

Design - carlherring.com
3D - artstation.com/carlherring
Professional references available at request.

Education

The Art Institute of Phoenix
Phoenix, AZ - 2011

Bachelor of Arts
Art & Design

Program Experience

- **Illustrator CC** - 13 Years
- **Photoshop CC** - 15 Years
- **InDesign CC** - 7 Years
- **Dreamweaver CC** - 3 Years
- **After Effects CC** - 4 Years
- **3DS Max** - 13 Years
- **Unreal Engine** - 8 Years
- **Shopify** - 5 Years
- **Microsoft Azure** - 3 Years
- **Office Suite** - 15 Years

Work Experience

Digital Production Lead
Color Cord Company *(01/21 - Present)*

Currently the full-time remote Digital Production Lead for Color Cord Company. In charge of nearly all new web-based storefront products, specializing in Shopify-based customizers for intricate lighting fixtures.

Main focus is creating, maintaining, and updating enormous quantities of product images for use in product customizers and in-line base products. Also in charge of debugging imaging issues, formatting errors, and broken links across the Shopify based storefront. Other responsibilities include making in-house graphics for SOP and project management.

3D Editor - Microsoft Bing (Insight Global) *(02/20-09/20)*
3D Modeler - Flight Simulator (Insight Global) *(02/22-03/23)*

Worked as a contract 3D Editor & Modeler on the Microsoft Bing / Flight Simulator (through Insight Global) on their 3D Aerial Map Team. Was the sole 3D editor in charge of final editing of all Digital Surface Models (DSM) generated by aerial photography and Microsoft Azure photogrammetry algorithms.

Worked on multiple cities and attractions including San Diego, Sydney, Orlando, Seattle, Rome, and Disney World. 3D work included remodeling important buildings, structures and landmarks.

Environment Artist - University of Arizona *(03/12 - 08/17)*

Worked remotely as a contract artist and then eventually a full-time 3D Artist for the University of Arizona School of Mines. Specifically, was directly involved in a government funded Grant Project involving simulated mining safety simulations. Created several large scale 3D environments involving simulated mining safety simulations. Other duties included creating logos and assets for marketing and PR.

Freelance Graphic Designer *(02/11 - Present)*

Worked freelance for variety of clients including:
USA Hockey, Laredo Health Department, Turbosquid, The Goalie Guild, Foothills Event Management, Impulse Hobbies, Defender Goalie Masks and more.

Graphic Designer & Web Assistant
Good Sports Outdoor Outfitters *(04/14 - 08/15)*

In-house Graphic Designer at a San Antonio, TX based sporting goods store and online retailer. Was solely responsible for all graphics, including web banners, web page design, e-marketing advertisements, social media images, product spotlights, print adverts, sales and promo images. Also worked on product photo manipulation and retouching.

Was also directly responsible for code adjustments through to update the website with new images and formatting.

Worked in close partnership with our e-Commerce Manager and SEO specialist to overhaul main online storefront, resulting in 150% increase in sales and traffic over previous fiscal year.

Graphic Designer - Print X Press *(11/12 - 04/13)*

Lead Graphic Designer at a Laredo, TX based print shop in charge of logo design, photo editing, business card & brochure design and document creation. Also in charge of manual cutting machines and finalizing prints.

Extensive use of QuarkXPress, Photoshop and Illustrator, along with print-related processes and programs such as NumberPress and vinyl printing applications.

Photo Editor - Dealer Imaging LLC *(05/12 - 12/12)*

Worked freelance to retouch, recolor, and template large caches of automotive photos for a car dealership imaging service. Photoshop used for 1000s of images.