



ANTHONY R. WELBORN

Professional Graphic Designer with B.F.A. and 25 years experience.

Entrepreneurial, former studio owner collaborating with small businesses domestically and internationally.

Experienced working with all types of clients in a vast range of industries.

A mentor, leader, team builder, critical thinker, communicator, and problem solver.

CONTACT ME

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 arwelborn

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2ND LANGUAGE

SPANISH

Spoken and written at native level

REFERENCES

Provided upon request

EDUCATION

BACHELOR of FINE ARTS, GRAPHIC DESIGN

Cum Laude

St. Cloud State University
St. Cloud, Minnesota




2013-PRESENT

RELEVANT PROFESSIONAL EXPERIENCE

MARKETING SPECIALIST • GRAPHIC DESIGNER

Senior Flexonics Pathway

 New Braunfels, Texas

- Revamped company brand, adding secondary graphical elements to revitalize image and reposition company as a U.S. Manufacturing force. Previous year company had marketshare of 15%, this increased to 37% within six months after launch
- Standardized customer facing and internal branding. Redesigned and modernized NDE testing forms and documents into fillable PDF forms that inspectors could complete on tablets, creating a massive efficiency boost and cost savings when completing part inspection forms and data books for parts shipped to customers
- Extended company footprint by establishing a B2B presence on Facebook and LinkedIn. Following and engagement has improved exponentially since inception
- Shot and edited informational webinars for company website, and quote package—use of green screen, picture-in-picture, and virtual sets
- Facilitated IBM Design thinking workshops to get engineers and leadership thinking outside the box regarding customer needs, leading to uncovering new opportunities
- Event coordinator for Sales Seminar, with \$100,000 budget, organizing all aspects from programming to printed materials

1997-2009

ART DIRECTOR/GRAPHIC DESIGNER/OWNER

El Estudio

 Chipiona, Andalucia, Spain

- Opened and operated a graphic design studio as an expatriate American, not only learning a second language, but technical industry specific terminology for engaging with printers and vendors
- Spain's economy is 80% small business, and my studio focused on the launching of small businesses, positioning them for success in a difficult economy, focusing on not only identity, but strategy
- Following long term plans and strategies, formed long-standing relationships with clients, a number of who started as one room operations, then achieved success as multimillion dollar businesses
- Brought a completely different approach to design and brand strategy to my region of Spain and had the privilege to work with many different segments of business including: construction, publishing, city government, healthcare, manufacturing; identifying target markets and ensuring clients resonated with their intended audience, markedly improving their success

NOTE: *Complete work history provided upon request*



2015-PRESENT

COMMUNITY INVOLVEMENT

AIGA SAN ANTONIO • BOARD OF DIRECTORS

President Emeritus/Director, Board Operations (2020 - Present)

Chapter President (2015 - 2020)

- Added new programming and direction, striving to reinvigorate San Antonio creative community by elevating graphic design as a craft and making membership connections
- Participated in portfolio reviews for emerging designers
- Served on National steering committee for Member Meetups which helped bring a new type of virtual meetup to the membership, also co-facilitated several sessions
- Co-chaired the AIGA special interest group, AIGA Unidos, and helped bring a second year of Hispanic Heritage Talks to fruition as we elevated and amplified creatives of Latinx and Hispanic Heritage.