

# John E. Ward

Baltimore, MD

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682.552.6355 | W4rd.John@gmail.com | Portfolio: <https://johnw4rd.com/>

## Education

University of Texas, Arlington TX - BFA, Cum Laude  
Major: Visual Communications

## Knowledge, Skills, and Certifications

### *Skills*

- Advanced Adobe Creative Cloud / Creative Suite software:
  - Photoshop, Illustrator, Premiere, After Effects, Lightroom, InDesign.
  - Video editing, photo compositing & retouching, graphics creation, motion graphics.
- Photography & videography, both ground based and aerial.
- Web / video conferencing for both large webinars and small meetings.
- Project management. Meeting client objectives and seeing projects through from concept to creation.
- Troubleshooting AV systems.

### *Knowledge & Proficiency*

- Mac and Windows operating systems.
- Web design: JavaScript, Wordpress, HTML 5 standards.
- Video stream & webcast software: OBS Studio, Wirecast, Zoom, Skype, YouTube, Facebook.

### *Certifications*

- Current FAA part 107 drone pilot certification (licensed & insured).

## Professional Experience

### *King Audio Visual*

*2017 - Current*

Visual Communications, Photography & Video Specialist

Visual communications professional experienced in operation and management, client relations, and planning & design of audiovisual needs for onsite or web-based meetings and events.

- Design, install, and operate audiovisual systems for private and corporate meetings and events ranging in size from small (10+ attendees) to large (1000+ attendees).
- Scale and distribute signal from multiple sources to multiple display types (projection, monitors, LED walls, etc.) and to the internet for streaming live events and meetings (from small board rooms and classrooms, to large ballrooms, and event spaces).
- Communicate and manage client expectations from event inception (creation and design), event execution (setup, performance, breakdown), and completion to ensure operations are performed to the client's specifications and satisfaction.
- Maintain and operate digital video cameras and equipment (switchers, web streaming computers, laser and LED projectors, etc.) to project, record, and/or provide signal for video conferencing and live-streaming events.
- Transform and align company branding and marketing materials (price lists, advertising, mailers, social media, etc.) to align with current website and logo designs.
- Responsible for billing and invoicing. Timely and accurately send invoices to appropriate authority. Use Quickbooks to enter billing information to ensure invoices are clearly and accurately recorded.

*Echoes Vintage*

2015 - 2018

Product Photographer & Digital Designer

Photographer and designer for brick & mortar and online, ecommerce retailer. Responsibilities include product photography, social media advertising / marketing, customer relations, branding, design, and visual merchandising.

- Responsible for all social media and website management, design and content creation (advertising, promotions, daily content, etc.) on multiple platforms (Facebook, Instagram, Tumblr, Store Website).
- Photographed and uploaded all available merchandise for website, internet store, and social media accounts. Used software such as Adobe Lightroom & Photoshop to edit/touch up content to best and accurately display merchandise.
- Design and coordinate in-store floor and window displays to reflect seasons, holidays, unique items and current trends. Sourced all materials to create interesting and attractive displays to enhance aesthetic appeal of the store.
- Manage daily operations for internet, and brick and mortar stores. Interact with and provide customer service/ support to customers either in person or virtually.

*Central Market*

2013 - 2015

Team Lead

Lead for successful delivery of client expectations for market specializing in unique and regional products.

- Identified operational issues and devised goals and plans to address them.
- Assigned tasks to individuals within the department.
- Worked with team to conduct monthly inventory process.

*Independant Contractor*

2008 - 2013

Graphic Design & Consulting

Freelance graphic designer responsible for independently designing and implementing projects.

- Developed project objectives and scope parameters with clients through in person or virtual meetings.
- Advise clients on best strategies for their brand, product, and desired audience.
- Utilize Adobe's Creative Suite / Creative Cloud to creat unique images, illustrations, logos, and layouts.
- Provide client with updates and visual drafts of products to solicit client feedback prior to project completion in order to ensure client satisfaction and to exceed expectations.

Digital Imaging & Title Analyst

Independent Contractor who worked as a digital imager and title analyst for oil and gas acquisition and development project covering multiple states.

- One of two on-site digital imagers responsible for imaging, processing, and organizing records from hard copy to digital format.
- Use photocopier, digital cameras, and software to image and organize large quantities of records in various conditions. Digitized hard copy documents and distributed digital copies to team members for review.
- On-demand support to help remote team members obtain missing or needed hard copy documents in digital format.
- Work independently, utilizing courthouse records and title plant resources to research chain of title for land ownership.



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