

GEORGE WELSTED

GRAPHIC DESIGNER / WEB DEVELOPER

PROFESSIONAL STATEMENT:

I am a young graphic designer in west-central Florida "the nature coast" as we like to call it, I do freelance graphic design including logos, web layouts, Wordpress templates, print work (Flyers, Banners, Brochures, etc.) and much more. I tend to go for a more modern look, "Web 2.0" if you will, but can also do the more clean and minimal look too. I am very versatile on my abilities and am certain that I can help you with all of you artwork needs.

I work with only state-of-the-art development products including but not limited to: Adobe Creative Suite CS5, Office 2010, PHP5.

My skills include Photoshop, Illustrator, PHP5/MySQL, HTML/XHTML, CSS as well as others.

MY PROCESS:

- **Step 1 – The Interview**
 - I like to start a project by interviewing my client to get a taste for what they really want
- **Step 2 – Mind Mapping/Brainstorming**
 - Taking all the information gleaned from step 1 I will create a "Mind Map" or outline of my ideas for the project on paper which is then submitted to the client for review.
- **Step 3 – Sketching/Wireframing**
 - If the ideas from step 2 are approved I will proceed to sketch them into something that will eventually resume the final product, this is also called wireframing. These are submitted to the client for review and any tweaks will be applied to step 4.
- **Step 4 – Mock Up**
 - In this step I take the wireframe and any requested tweaks and create a semi-final proof of the design which is then sent to the client for review.
- **Step 5 – Final Draft**
 - After the review of the Mock-Up in step 4 and remaining changes will be applied and the design will be a final draft this is when I will create multiple versions of the design in different sizes for examples (e.g. Logos) or color level (e.g. Monochrome, 2 color, full color) and Different Resolutions if needed.
- **Step 6 – Delivery**
 - This is where the client receives the final product with all versions, at this point no more changes can be made to the design.
- **Note:** the process may differ slightly depending on several factors like the type of project and time to completion, for example if it is a "rush order" we may take fewer step to ensure the design can get out to the client as soon as possible.