

# Debbie Welfringer

Tacoma, WA • 253-226-3594 • deby@behindtherocktour.com

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## Design, 3D Modeling, Animation and General Business

Design, Sales, Operations, Public Relations & Administration

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A versatile, creative and hard-working self employed currently for 2 years with previous self employment background with a 12 employment in between. I have a proven track record in leading & delivery of "out of the box" concepts. Committed to professionalism, highly organized, able to see the big picture while paying attention to minute details. Highly competitive, passionate, persuasive and articulate, able to achieve results others believed to be only a dream. **Experienced in outstanding creative project, monitoring and resource balancing skills with ability to support multiple levels of expectations from the business demands in a matrix organizational structure.**

### CORE COMPETENCIES

- Leadership and team building
- Influencing and delegating
- Decision-making
- Management Improvement
- Strategic thinking
- Business/Product knowledge
- Continual improvement
- Excellent Interpersonal Skills
- Self-motivated
- Graphic Design
- Animation
- Video/Audio Editing

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### TECHNICAL EXPERIENCE

<b>Operating Systems</b>	Windows Vista/XP/2000
<b>Databases</b>	Microsoft Access
<b>Design &amp; Video Software</b>	After Affects, Photoshop, Illustrator, Dreamweaver, Adobe Preimier, Flash, Soundbooth, InDesign, LightWave, 3DModeling in Lightwave, AutoCADD, SketchUp and Google Earth.
<b>Productivity</b>	MS Office, MS Project, MS Visio, Fireworks,

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### PROFESSIONAL EXPERIENCE

#### Behind the Rock Tour, Steilacoom WA

Jan 2010 – current

##### *Tour President*

- Responsible for developing a national billiards tour and the implantation.
- Key contact person for vendor contract negotiations and investor negotiations.
- Handle all aspects of administration in running a business.
- Design and submit designs for print, social media, website, promotional events, room fliers, special event banners for print and animation for live streaming.
- Locate, recruit, secure contracts with room owners and players.
- Train room owners and personnel the process and procedure between the tour and their establishment.
- Put together training documentation for locations and event coordinators.
- Operational management overview and driving productivity improvement initiatives.
- Drive key measures to significantly improve tour implementation.
- Lead the corporate Web marketing effort for the web and server.
- Lead the team to conceptualize, develop and launch new products and services.

#### Port of Tacoma, Tacoma, WA

July 1997 – July 2009

##### *Image Specialist*

- Assisted the Facilities Department to better support all departments with visual aids for conceptual designs, prepares design and development of 3-Dimensional drafting, renderings, imaging and animation for accurate depiction of proposed facilities.
- Created animations to bring 2D graphics to life.
- Developed video compilations.
- Provided support for large format and other graphic printing.
- Served as Backup Support for CAD department.
- Created and developed 3D modeling i.e. terminals, architecture, roadways, overpasses, model import to Google Earth.
- Provided conceptual design graphics.
- Photo manipulation and conceptional creations.

- Created, monitored and maintained Engineering & Regional Planning SharePoint intranet site.
- Monitored, inventoried, and cataloged images for sharing on Jukebox.
- Developed and maintained standards for Jukebox.

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## **PROFESSIONAL ACHIEVEMENTS**

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- Creation and implementation of a national pool tour.
- Creation and implementation of a regional women's pool tour.
- Improved communications between design and process planning activities in the early design phase of engineering projects.
- Incorporated animations into a company's marketing system; consisted of modeling imported into Google Earth to be used for various applications; examples are traffic analysis, terminal layouts, rail routes and ship arrivals.
- Introduced the idea of conceptual illustrations to be used as a marketing and design tool for international and domestic negotiations.
- Developed a research and development committee to resolve the inter-department image sharing problem.
- Developing and demonstrating the need to the engineering department and later to all departments the need and helping them to understand that "a picture is worth a million words" which was eventually incorporated company wide. Conceptual design began a whole new form of communication and enhanced not only meetings, marketing, decision making, but the tool that could be used when speaking overseas in other languages.
- Developed a 3 dimensional (3D) layout of company owned properties. This was later merged with Sketch Up and Google Earth.
- Developed, printed and distributed CADD Standards within the firm and distributed to consultants to adhere to, saving the company hundreds of thousands of dollars and hundreds of staff hours because the department no longer had to rework consultants' work and were able to directly import consultants' work into the company records.

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## **EDUCATION**

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- Associates Degree in Digital Design, Pierce College 2011
- Associates Degree, Green River Community College 1991
- Certificate – Drafting and Surveying, Bates Technical College 1986

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## **COMMUNITY**

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- Member, Women's Professional Billiards Association (WPBA)
- Founder of Northwest Women's Pool Association Semi-Pro/Amateur Tour 1998
- Tacoma Transportation Club BandAid Drive Annual Event