

WALTER AFALLA

CREATIVE DIRECTOR PHOTOGRAPHER VIDEOGRAPHER CONSULTANT

AVAILABLE FOR:
HIRE & FREELANCE WORK



Website
<https://www.afallastudios.com>
<https://walfafalla.myportfolio.com>



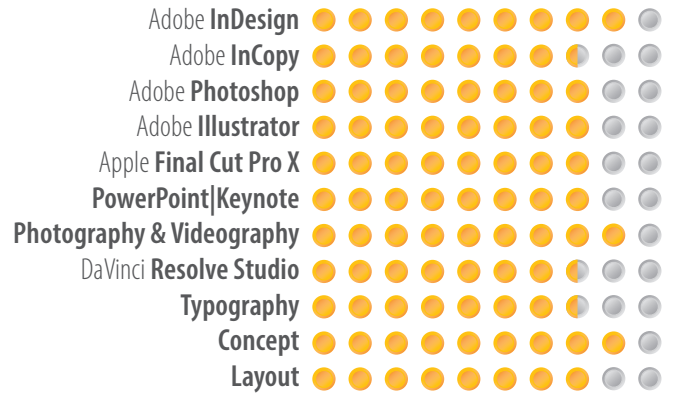
Mobile Number
(214) 732-5452



Email Address
walt@afallastudios.com



DESIGN SKILLS



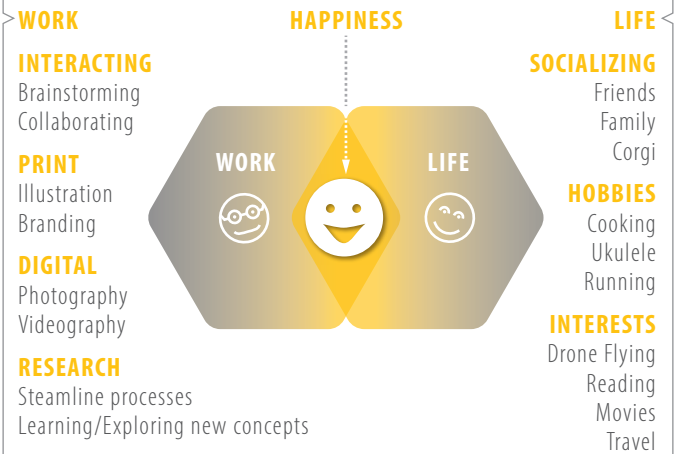
PERSONAL STATEMENT

Dedicated and driven leader with over 35 years experience in graphic design that supports the national transportation industry. Utilizes a diverse technical background to communicate and innovative solutions to client's needs while differentiating us from the competition. **Talent to proactively predict and assess needs** to further establish a creative strategic visual approach which leads to the consistent high customer satisfaction, continuous repeat business and exceeds client's expectations. **Expert at creating streamline design processes** maximizing software design tools in order to deliver the project on time and under budget. **A "must have" on any creative team looking to WIN BIG.**

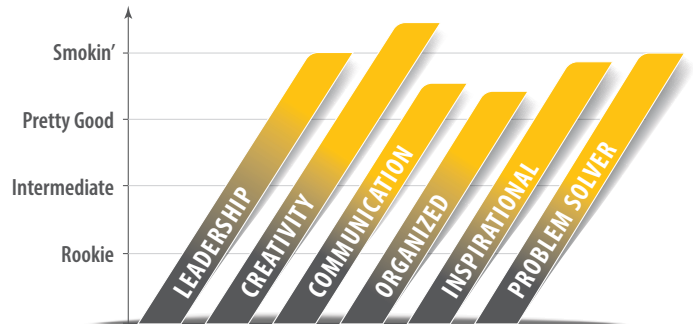
AREAS OF EXPERTISE

- Steamline Process Development
- Training/Mentoring/Coaching
- Creative Problem Solving
- Oral & Written Communications
- Strategizing/Decision Making
- Presentations/Public Speaking
- Detailed & Collaborative
- Creative Direction and Approach

WORK/LIFE BALANCE



PERSONAL SKILLS

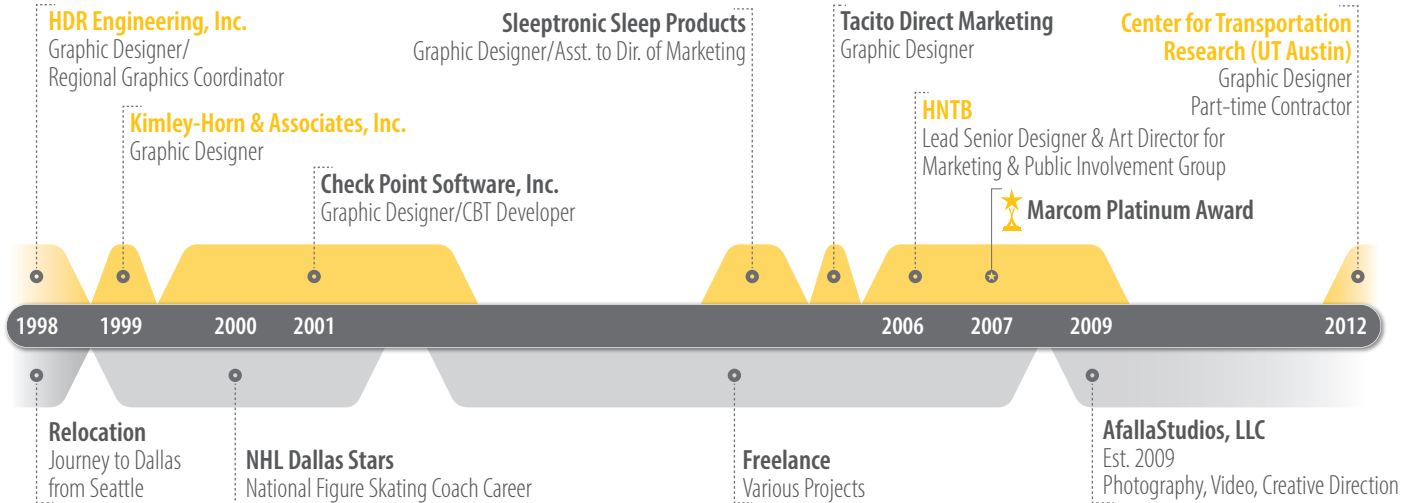


EDUCATION STUDIES

- 1988 - 1990**
Art Institute of Seattle
Seattle, Washington
Graphic Design/Visual Communication
- 1986 - 1987**
University of Hawaii-Leeward Campus
Pearl City, Hawaii
Pre-Press/Production Certificate
- 1982 - 1985**
St. Louis High School
Honolulu, Hawaii
High School Diploma



CAREER JOURNEY



WORK EXPERIENCE

Center for Trans. Research (UT) | Mesquite, TX 2012 - Present

Highly organized and disciplined in supporting the lead graphic designer with day-to-day tasks such as updating project reports, creating custom made maps, and research data on current project financials incorporating them in a graphics format. **Implemented operational improvements** by managing graphics server that supports the Dallas District office.

Key Achievements

- **Coordinated and executed** headshot photography session for staff photos and applying them to staff poster design.
- **Implemented and coached** Public Information Office online PDF reviews for all documents.
- **Trained** lead graphic designer to convert all white papers to Adobe InDesign.

HNTB | Plano, TX 2006-2010

Lead and developed multiple design teams by implementing streamline processes that utilizes the Adobe Creative Suite to conduct simultaneous productivity with content editors. **Inspired and trained designers** to improve design skills by conducting bi-weekly working lunch training sessions. The result was faster productivity, accurate content delivery, and under budget.

Key Achievements

- **Developed strategic relationships** with local elected officials by donating design skills for election campaigns which aligned the firm for future contracts.
- **Designed and branded** proposals, presentations, and print collateral materials for pursuits valued at \$500M or more for the entire Central Division.
- **Team lead and art directed** the Tularosa Basin historical brochure which won the 2007 Marcom Platinum Award—the highest graphic design achievement ever in HNTB history.

Kimley Horn | Dallas, TX Mar. 1999-Nov. 1999

Identified key issues and convinced team lead to update old processes separating Kimley Horn from the competition. This approach allowed the firm win numerous state and government contracts while keeping overhead under budget. **Assisted lead designer** at all levels of operation including proposals, technical maps, and presentations.

Key Achievements

- **Proactively researched project needs** while working closely with staff and adhering to a designated budget and timeline.
- **Developed cost effective solutions** by coordinating staff needs both in graphics and marketing.

HDR Engineering, Inc. | Seattle, WA 1994-Nov. 1998

Managed design staff for the entire Pacific Northwest Region which included contract designers and student interns. **Engaged in the latest development of graphic hardware** by attending the Microsoft campus on a monthly basis. This provided HDR a leading edge over competitors creating faster, more cost effective graphics. **Introduced the firm to digital design** which became the industry standard. Converted printed flip chart graphics for interviews to digital presentations using PowerPoint software.

Key Achievements

- **Enlisted, coordinated and negotiated** prices with a network of freelance designers, vendors and suppliers.
- **Operated closely** with staff, especially with marketing and upper management forming effective and competitive approaches to win contracts continuously.
- **Streamlined processes and improved efficiency** by researching process requirements and utilizing software to facilitate shortcuts.



CLIENT EXPERIENCE | ATKINS

Summary

The creative approach with Atkins Engineers was **to elevate their proposals to a whole new level**. Because most of their competitors rely on subscription based stock photography, I was able to bring them back to how we used to approach proposals traditionally by using customized photos of the actual project locations. In addition, **to separate Atkins from the rest of the field, I created professional high quality headshots (both group and individual portraits) that showed off the best versions of themselves**. The results were extremely successful and I was able to help the client win the following contracts **total to date of \$169M**.

Florida's Turnpike Enterprise General Engineering Contract (2023-2028)

Project Manager

- Noelle M. Warren, P.E.

Project Fee

- \$85M

San Antonio International Airport Design On-Call Services (2022-2025)

Project Manager

- Ben Seaman, P.E.

Project Fee

- \$10M

Dallas-Fort Worth Airport (DFW) On-Call Design Consulting Services (2020-2023)

Project Manager

- Kara Bymers, P.E.

Project Fee

- \$20M

Georgia State Road and Tollway Authority (SRTA) General Consulting Services (2021 - 2024)

Project Manager

- Jennifer Tsien, P.E.

Project Fee

- \$15M

North Carolina Turnpike Authority (NCTA) On-Call Toll Operations Consulting Services (2021 - 2024)

Project Manager

- Bob LaGatta, P.E.

Project Fee

- \$7M

North Texas Toll Authority (NTTA) Maintenance Consultant Contract (2021 - 2024)

Project Manager

- Tammy Sims, P.E.

Project Fee

- \$28M