

Fred W. Ullrich, Jr.

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Core Competencies

Fine Art /Commercial Photographer working in film and digital. Expert at working on location, taking art direction and adapting shooting style to client needs and conventions. Maintained own studio for five years concentrating in executive portraiture. Specialize in architectural and table top commercial photography. Have very successful record of shooting homes and helping sales from imagery. Teach photography courses for continuing education organizations. Possess exceptional communication technology expertise, with specific skills in art direction, photography as well as strong team mentorship skills. Proven ability to deliver top-notch customer service, while delivering on time and on budget photographic projects. Excellent communicator with significant experience in planning and staging large complex still shoots for publications.

Career Accomplishments

FREDULLRICH Photography and Consulting July 2013- Present)

Founder / Owner *Phoenix, Arizona*

fredullrich@cox.net

www.fredullrich.com

- Specialize in interior real-estate and architectural photography using state of the art digital photographic equipment and color management practices.
- Expert at large format photography including, film processing, fine art archival printing and displaying, camera setup and operation.
- Video production specialist able to conceive, shoot and edit HD video for web cast on line or on disk using own equipment.
- Provided family portrait photographic services for individuals or large families. Able to work in home or on location using own lighting and photographic equipment

FREDULLRICH Photography and Consulting (2008- June 2013)

[Online Portfolio](#)

<http://www.flickr.com/photos/11108521@N00/sets/72157620828294868/>

Founder / Owner *Geneva, Illinois*

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www.fredullrich.com

- Commissioned to design and produce mural size images for upscale car detailing business's service center.
- Presenter of workshops with objective to grow and cultivate fine art photography, specializing in black-and-white fine art images.
- Maintain studio at Studio 150, Batavia, Illinois a working studio where I exhibited and held gallery hours.
- Exhibited and sold nationally, participated in regional juried art fairs.
- Communication consultant on regional campaigns and small business start-ups: Completed two photographic content and campaign materials initiatives under aggressive schedules.

- Provided photography services to several hundred corporate executives for
- Producer/Director of video productions and still photo services for manufacturing company needing contractual expertise in visual communication.
- Provided family portrait photographic services for over 100 people participating in citywide holiday marketing event.

Fermi National Accelerator Laboratory (Fermilab)

Manager-Visual Media Services (1987-2008)

- Established professional graphics, video and photography studio, selecting all computers, printers, software, cameras, lighting and support equipment. Established nonlinear video editing suite using Avid and Final Cut Pro technologies while leading a team of seven professionals.
- Proposed and directed the transition from legacy analog delivery methods to digital and online methods. Supervised department web presence from 1995 to 2008.
- Developed worldwide online audiences of over 1000 visitors/day to unique and highly regarded department web site (<http://www-visualmedia.fnal.gov>). Key features: Searchable still image and graphics art databases with download capability; 3000 hours of slide and sync streaming video lectures.
- Conceived and implemented large format printing services, print shop mail merge services, remote time-lapse photography services. Developed key communication campaigns in safety and health. Projects cited by lab management and DOE operational review teams as outstanding contributions to laboratory community.
- Instituted video streaming services of science lectures for audiences worldwide. Received Employee Performance Award and special recognition by the Department of Energy Headquarters.
- Provided leadership and secured infrastructure funding to complete online cataloging of all laboratory visual assets into searchable databases, including more than 30,000 still images and 2,500 hours of video streams. Recognized by Department of Energy for highest quality service in DOE national lab system.
- Provided feature photography and online videos for high-end publication on particle physics (www.Symmetrymagazine.org) and its associated blog.
- Produced and directed award winning video documentaries on Fermilab and the field of High Energy Physics; several have been broadcast by television networks and national news media.

Video Producer & Instructional Designer in HR Department (1983-1987)

- Produced over one hundred video presentations, highlighting the science behind Fermilab's particle physics program for a wide range of audiences. Many programs used by high schools and colleges as part of science classes.
- Produced quarterly employee communication video newsmagazine (*Video News*). Recognized by laboratory director's annual report summary as valuable resource to employee communications. (The series ran for more than 100 editions.)
- Initiated and co-chaired laboratory publications advisory board, suggesting topics for internal communication articles promoted by the laboratory Director.
- Directed instructional design and video production services over a three-year period, enabling small team to produce ten safety-training presentations for laboratory staff. Programs cited for effectiveness, in reviews by DOE safety compliance teams.
- Received promotion for video communications work, in establishing visual media services department.

EDUCATION

University of Wisconsin, Whitewater, Wisconsin
B.S. in Sociology, Minor English

Northern Illinois University, Dekalb, Illinois
M.S.Ed. in Instructional Technology

AFFILIATIONS

- **Illinois Math and Science Academy (IMSA) Admissions Review Committee Member from 2002 to 2013**

- **Communications Media Management Association (CMMA)**

(National professional organization for media communications managers within major corporations, government, and education)

- **Served** as Member of the Board and Executive Committee: Vice President for Illinois.
- **Worked** to maintain organization's not-for-profit status with the State of Illinois.
- **National** Conference: session presenter on streaming technologies and media metrics.
- **Co-chair/** Professional Development Conference, San Diego, Calif.

FINE ART EVENTS AND AWARDS

1998 three person art exhibit Fermilab Art Gallery "4 X5by3"

2000 Geneva Peck Farm Art Gallery "Barn Door Open"

2001 two person art exhibit Fermilab Art Gallery "Contrasts"

2002 Mies VanDerRohe Farnsworth House Gallery, Art Gallery Inclusion Sandwich, Illinois

2002 Art Gallery Inclusion Gallery 129.5, Geneva, Illinois

2008 Art Gallery Inclusion Gallery 128, Geneva, Illinois

AS PARTICIPANT

2014 Light Sensitive International Exhibition at Art Intersection Gilbert, Arizona

2011 Art On The Lawn, Rockford College, Rockford, Ill.

2008 Art In Your Eye Art Fair, Batavia, Illinois

2002 to 2007 Wheaton Fine Art Fair, Wheaton, Illinois

2002 TO 2012 Geneva Fine Art Fair, Geneva, Illinois

2003 to 2006 Oakbrook Fine Art Fair, Oakbrook, Illinois

AWARDED

1st Place Art on The Lawn Rockford College, Rockford, Ill 2011

1st Place Wheaton Fine Art Fair for fine art photography exhibition, Wheaton, Illinois, 2005

Directors Employee Achievement Award for establishing video streaming, 2005

3rd Place ITVA Philo Awards Title: Fermilab's Main Injector: Building Our Future, 1993

Honorable mention ITVA Philo Awards Title: "Hazard Awareness", 1986

AS JURY MEMBER

2006, Art In Your Eye Fine Art Fair, Batavia, Illinois.

2006, Lake Forest Fine Art Fair, Lake Forest, Illinois.