

Fredric W. Ullrich, Jr.

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Profile

MANAGER OF CREATIVE TEAMS AND PURVEYOR OF ALL THINGS VISUAL

Hands on media manager and media producer for the past 25 years at Fermi National Accelerator Laboratory (Fermilab), an internationally known elementary particle physics research laboratory. Directed a team of six to provide a wide range of media products to over 2000 employees and 1600 users worldwide. Deep expertise in communication technology project analysis and project planning- from concept to delivery. Recognized as an award winning fine art photographer by maintaining presence as an artist in galleries and juried art fairs in local communities. Active member of Communications Media Management Association (CMMA).

Experience

MANAGER + CREATIVE DIRECTOR, VISUAL MEDIA SERVICES, FERMILAB, BATAVIA, ILLINOIS, 1987-2008

Established Visual Media Services department utilizing topical communication technologies. Services include: photography, digital imaging, large format printing, video production, video streaming, duplication/print shop, audio visual/speaker support, graphic arts and display design. Responsible for all phases of project management, budget, staff supervision and equipment selection.

FOUNDER + PHOTOGRAPHER, FREDULLRICH PHOTOGRAPHY, GENEVA, ILLINOIS, 1992-PRESENT

Established fine art photography business specializing in black and white fiber base prints. Have photographed in Europe and across the United States using traditional wooden field cameras along with zone system film exposure methods and wet chemistry techniques to create and produce archival quality black and white prints. Have exhibited and sold prints nation wide. <http://www.fredullrich.com>

VIDEO PRODUCER + PERSONNEL ADMINISTRATOR, VISUAL MEDIA SERVICES, FERMILAB, BATAVIA, ILLINOIS, 1983-1987

Functioned as instructional designer for laboratory training office. Initiated and developed video production services at laboratory. Developed monthly/ quarterly employee communication video newsmagazine. Produced 87 Video News Programs from 1983 to 2005. Led team to analyze instructional objectives, develop scripts and produce 15 safety training videos covering a wide range of safety hazards at laboratory. Created three public outreach video programs to be shown to President Reagan to convince him to build the Superconducting Super Collider, a new giant particle accelerator that was approved in 1989. Produced several orientation videos to be used to explain particle physics research to visitors.

INFORMATION SPECIALIST, FERMILAB, BATAVIA, ILLINOIS, 1980-1983

Interfaced with media and general public in the Public Information Office. Developed and managed public tour program on Fermilab's research activities and the field of high energy physics. Introduced safety training videotape production to laboratory. Initiated and produced 9 Video News Programs.

MEDIA SPECIALIST, NORTHWESTERN ILLINOIS ASSOCIATION, DEKALB, ILLINOIS, 1974-1980

Functioned as media producer / instructional designer for special education media and information service. Developed diagnostic videotape programming. Developed instructional materials for special education classrooms and teacher resource centers. Supervised three teacher centers for special education instructional staff. Held bimonthly instructional design workshops drawing special education teachers and supervisors from the Northern Illinois Special Education School District.

Education

NORTHERN ILLINOIS UNIVERSITY, DEKALB, ILLINOIS - MASTERS OF SCIENCE IN EDUCATION, 1978

Emphasis of study was use of videotape in the special education classroom. Created and tested the use of diagnostic video taping directed to parents of low incidents special education children. Began using electronic video editing with EIAJ video format.

UNIVERSITY OF WISCONSIN, WHITEWATER, WISCONSIN - BACHELORS OF SCIENCE IN SOCIOLOGY, 1971

Emphasis in sociology and orientated to social work or mental health work. Functioned as photographer for university newspaper and was granted unlimited darkroom access during senior year. Was on staff as news photographer. Minored in English with a creative writing emphasis.

Selected Professional Projects

INSTALLATIONS

Member of design committee and directed layout, fabrication and installation of Fermilab's Supercomputing '07 Conference booth in Reno, Nevada. The booth featured a 44 ft. long spiral timeline highlighting the history of computing at Fermilab.

http://www-visualmedia.fnal.gov/VMS_Site/gallery/stillphotos/2007/0400/07-0417-28D.hr.jpg

Conceived the design and supervised the installation of poster presentation display system in open atrium area of Fermilab for Lepton Photon Conference '03 that drew 800 scientists world wide.

http://www-visualmedia.fnal.gov/VMS_Site/gallery/stillphotos/2003/0400/03-0425-23D.hr.jpg

Established a Visitors Theater used for visitor orientation. Produced the video used in the room and directed the design and installation of entire visitor information area.

http://www-visualmedia.fnal.gov/VMS_Site/gallery/stillphotos/1996/1500/96-1563.hr.jpg

Conceived, designed and installed electronic signage for display at building entrances informing employees of meeting locations and topics. System is built from existing file sharing infrastructure and unused hardware. System has auto update feature from a central web location.

http://www-visualmedia.fnal.gov/VMS_Site/gallery/stillphotos/2007/0200/07-0231-05D.jpg

PHOTOGRAPHY

Established professional photography studio

http://www-visualmedia.fnal.gov/VMS_Site/gallery/stillphotos/2007/0300/07-0399-16D.hr.jpg

All images searchable on line since 2003.

http://www-visualmedia.fnal.gov/VMS_Site_2/search/photography.shtml

PRINT DESIGN AND OUTPUT

Established graphic arts services where print media is developed and designed. Supervised the completion of over 400 projects. http://www-visualmedia.fnal.gov/VMS_Site_2/gallery/graphicArts.shtml

Conceived and supervised the installation of large format printing and electronic publishing system.

http://www-visualmedia.fnal.gov/VMS_Site/gallery/stillphotos/2003/0400/03-0479-05D.jpg

Chaired graphic standards committee that identified laboratory standards for core communication activities. Led the team that created downloadable templates to assist lab community to use the standards.

<http://www.fnal.gov/faw/designstandards/>

Organized and produced site safety signs that call attention to safe work practices while onsite. Over 6 months created over 30 signs that are posted along roadway on Fermilab site.

http://www-visualmedia.fnal.gov/VMS_Site/gallery/stillphotos/2007/0300/07-0367-09D.hr.jpg

VIDEO

Project managed, produced and directed 740 science information films over the past twenty-five years. Many of which are online and inventory is searchable.

http://vms-db-srv.fnal.gov/fmi/xsl/VMS_Site_2/000Return/gallery/r_ga_video_selectedPrograms.xsl

Responsible for the establishment and installation of linear and non-linear video editing suite.

http://www-visualmedia.fnal.gov/VMS_Site/gallery/stillphotos/2003/0100/03-0124-03D.jpg

Proposed and produced a presentation style of video programming (Video Essays) that meet viewing requirements of HD video and no audio intrusion in public area.

http://www-visualmedia.fnal.gov/VMS_Site/gallery/stillphotos/2007/0000/07-0050-46D.hr.jpg

WEB

Established web access to department services by directing the roll out of new web design recognizing global visual design issues.

<http://www-visualmedia.fnal.gov>

Proposed and supervised the establishment of in house video streaming capability. Purchased equipment and worked with IT department to set up streaming servers. Currently over 2000 hours of slide and synch video streams available on the web. http://vms-db-srv.fnal.gov/fmi/xsl/VMS_Site_2/000Search/video/f_streaming.xsl

Hardware + Software Experience

Twenty years experience with Mac and Windows OS. Comfortable in server environments. Experience and knowledge in Adobe Creative Suite and Microsoft Office suite. Have used Filemaker-Pro extensively for database development. Serve up still images and streams using Filemaker. Project manage using Filemaker database.

FILM SCANNER EQUIPMENT

Operator of SciTech Eversmart pro film scanner and Epson V750 film scanner

STILL EQUIPMENT

Operate Digital SLR Canon DII, Nikon D1 camera systems with studio lighting

Operate Phase One 45+ digital back with H2 Assembled cameras and lenses

Use Photoshop Bridge software for raw file image processing

Use Capture One raw file processing software

Operate Epson 10000 large format ink jet printer using Postershop rip software

Operate Epson 2200, 4000 and 4800 ink jet printer using Image Print rip software

Operate 4X5 and 8X10 field film cameras

Operate 35mm and medium format film camera systems

Setup and operate photographic flash heads (Calumet Traveler) lighting system including soft boxes, stands, umbrellas and wireless pocket wizard system.

VIDEO EQUIPMENT

Set up and operator Betacam SP video cameras

Setup and operator DVC Pro digital video cameras

Experienced in tungsten lighting for video

Expert in electronic field recording

Able to edit using Avid Media Composer 9000 video editor

Knowledgeable in audiovisual support including laptop and LCD projector setup, audio and meeting room lighting

Have supervised installations of large video playback system as well as non-broadcast edit suites

Familiar with server environments with live streaming server, ftp services and large file storage of images and video

Have 27 years experience at project managing over 700 science video programs, hundreds of brochures, posters, over 2000 hours of video streaming and high visibility photo shoots.

Fine Art Events + Awards

AS PARTICIPANT

2002 to 2007 Wheaton Fine Art Fair, Wheaton, Illinois and Geneva Fine Art Fair, Geneva, Illinois
2004 to 2006 Oakbrook Fine Art Fair, Oakbrook, Illinois

AWARDED

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.

Selected Workshops

Designed and presented fine art black and white photography workshop - 12 hour course, 2001
CMMMA Fall Conference, San Diego, California. Presented to professional organization "Applying Metrics to Creativity"
Fall 2005.
CMMMA Spring Conference, St Charles, Illinois, Presented to professional organization "Video Streaming a Case Study"
Spring, 2001.
Nature of Science Education Conference, Batavia, Illinois. Presented to master teachers a workshop "The Nature of
Creativity" February, 2003.

Referrals

MR. MARK HISLOP, OWNER AND PRESIDENT, VIDEO IMPRESSIONS

Aurora, Illinois
630.851.1663

MS. MARGE BARDEEN, MANAGER, FERMILAB EDUCATION OFFICE AND PRESIDENT OF FRIENDS OF FERMILAB

Batavia, Illinois
630.840.2031

DR. LEON LEDERMAN, DIRECTOR EMERITUS, FERMILAB AND FOUNDER OF ILLINOIS MATH AND SCIENCE ACADEMY

Aurora, Illinois
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Thank you.