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William Bartlett

Creative Director & Designer

I am a Creative Director and Visual Designer with several years of experience developing and executing brand strategies. I appreciate everything that web design, user interface design, and graphic design encompass.

I am passionate and detail oriented in my work. I love making new things, collaborating with a team, identifying interesting problems, and coming up with innovative solutions.

EDUCATION

BFA Digital Media Arts, Canisius College
BUFFALO, NEW YORK | CLASS OF 2010

EXTRA CREDIT

General Assembly, User Experience Design
NEW YORK CITY, NEW YORK | 2015

School of Visual Arts, Front End Development
NEW YORK CITY, NEW YORK | 2013

CORE SKILLS

User Interface Design
User Experience
Product Research
Illustration
Typography
Branding Guidelines
Print

PROGRAMS & LANGUAGES

Adobe Illustrator
Adobe Photoshop
Adobe XD
Adobe InDesign
Sketch
HTML
Css
Javascript
Wordpress

EXPERIENCE

Creative Director, Jibe 2016-Present

Develop and manage Jibe's brand image and guidelines. Provide interface design and branding solutions for Jibe's library of recruitment software. Collaborate with the SVP of Product and Head of Engineering to create user-friendly interfaces and applications. Examples of my work can be found on my website, billorotherwise.com.

Visual Designer, Jibe 2013-2016

Designed wireframes for user-focused site functionality and user experience. Sketched, designed, and coded landing pages with HTML/CSS. Designed and built the company website. Participated in print advertising design, logo and brand identity development, and trade show collateral and booth designs.

Graphic & Digital Designer, Broadstreet 2011-2013

Created print and web collateral for media upfronts and large scale meeting and presentations. Clients included ESPN, Revolt, ABC Family, Konica Minolta, and BMW.

Intern, Allusion Creative Group 2011

Assisted in photography studio operations management, including booking and administrative paperwork. Worked on graphic design projects including print advertisements and lookbook designs for the studio and models.

A FEW OF MY FAVOURITE THINGS

Board Games & Classic Nintendo
"The Count of Monte Cristo"
Snowy Days
The Collective Works of Junji Ito
Wegman's Cheese section
Don Norman's "The Design of Everyday Things"
Rocky Horror Picture Show