

# williammitchell

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G R A P H I C D E S I G N E R

*“opportunity is missed by people because it is dressed in overalls and looks like work.”*

*–THOMAS EDISON*

## my website :

[www.williammitchell.com](http://www.williammitchell.com)

## education :

**The University of the Arts**  
Philadelphia, PA. BFA in Graphic Design  
Graduated May 2006

The University of the Arts Junior Workshop with guest designers Eddie Opera and George Pelsko.  
A one week intensive information mapping seminar.  
Spring 2005

## awards :

Spreads from my book “Life In Overdrive” displayed in the Steven Hellers book, “Design School Confidential”.  
**Fall 2009**

Senior Degree Project Award winner for “Life in Overdrive” a self-written, designed, and structured book describing the journeys children with Learning Disabilities go through.  
**Spring 2006**

## qualifications :

**4+ years of professional design experience**  
in ad agencies, web/print, and multidisciplinary firms

**Software:** Mac/and PC formats of Adobe Photoshop, Illustrator, InDesign CS3, Lightroom, Image Ready, Dreamweaver, Bridge, Flash, Fireworks, Final Cut Pro, Transmit, Fetch, QuarkXpress, Microsoft Office.

**Primary Skills:** Art directing for both print and web/ interface design, photo retouching, coloring and compositing, branding and logotypes, typography and letterform design, and a basic knowledge of Action Script, HTML, CSS, XML, and action script.

## experience :

**Sogotrade** New York, NY. Fall 2009 to Present

**Graphic Designer:** Website redesign, flash banners, print collateral and brand guidelines for Sogotrade, a start up stock & ETF firm.

**Blast Radius** New York, NY. Summer 2009

**Graphic Designer/ Art Director:** Concepting and interface designs for clients Ciroc Vodka, BMW, and Zune.

**One Source VMS** New York, NY. Spring 2009

**Graphic Designer/ Photographer:** Print, poster, and interface design for clients Pfizer, FCUK, Kooba, Hunting Season, as well as for clothing catalogs for clients Kooba, Hunting Season, and FCUK

**Atmosphere BBDO** New York, NY. Spring 2007 to Fall 2008

**Graphic Designer:** Web design and rich media, heavy photo compositing, retouching, and color enhancing, conceptualizing for online advertisements for clients Emirates Airlines, AT&T, Citi Bank, Fedex, Depuy, Conservation International, iPhone and Target.

**Solefood NYC** New York, NY. Summer and Fall 2008-2007

**Graphic Designer:** Branding, t-shirt design, and catalog photography. Solefood NYC, a sneaker store and art gallery in Tribeca.

**S.G.T.R.I.** St. George, Utah. Winter 2006-2007

**Graphic Designer/ Art Director:** Poster designs for the St. George Triathlon in St. George, Utah.

**Hill Holliday** New York, NY. Fall 2006 to Winter 2006

**Junior Designer:** Web design for clients AOL and Smith Barney. I designed multiple interfaces, web banners, and rich media as well as comped up boards for pitch work and presentations.