

# William Watson

## **Freelance Graphic Designer - The Creative Group**

DeWitt, MI 48820

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517-528-8633

Seeking a permanent full-time Graphic Design position in the Lansing, MI area; Remote or in-house.  
Graphic Design Portfolio: <https://www.behance.net/williamdesign1>

Willing to relocate to: Ann Arbor, MI - Jackson, MI - Lansing, MI

## Work Experience

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### **Freelance Graphic Designer**

The Creative Group - Lansing, MI

January 2019 to Present

Graphic Designer of digital and print material for the Michigan Community Action Agency (non-profit).  
Materials include: Annual Report, brochures, flyers, and advertising designs.

### **ITSM Communications & Training Specialist**

TEKsystems - Mason, MI

September 2018 to October 2018

Contract work as an ITSM Communications & Training Specialist at Dart Container Corporation.  
Responsible for researching, preparing, and revising end user communications for projects, procedure changes, and IT related issues.

### **Graphic Designer/Marketing Specialist**

EISEN - Lansing, MI

December 2017 to June 2018

Worked as a Freelance Graphic Designer/Marketing Specialist for EISEN. Projects for EISEN are designed on a contract basis. EISEN is a high volume manufacturer of packaging and engineered supply technology for industries worldwide. Also worked on supervisor's political campaign for Congress (graphic design/marketing/managed social media).

### **Graphic Designer/Adjunct Faculty**

Lansing Community College - Lansing, MI

April 2009 to July 2017

Full-time Graphic Designer specializing in graphic design using Adobe Creative Suite software on the Mac. Responsible for designing, advertising, and marketing for LCC Communications & Marketing Dept. I collaborated with print vendors, and scheduled deliveries. I also taught tech courses (InDesign and Mac Basics) as Adjunct Faculty.

### **Graphic Designer**

Eastman Outdoors - Flushing, MI

November 2006 to June 2008

Designer of print packaging for outdoor leisure products. (Consumer products available at Cabela's, Walmart, Gander Mountain, and other stores nationwide). Designed for Eastman Outdoors, Eastman Outfitters, Carbon Express, and Gorilla brands.

### **Graphic Designer**

The Creative Group - Troy, MI

June 2004 to October 2006

Full-time assignment with BBDO Detroit for DaimlerChrysler Campaign. Assisted with the design and production of Chrysler Domestic and International Catalogs for 300C, Pacifica, Town & Country, PT Cruiser, Sebring, Crossfire, and Aspen. Actively involved with producing 2005-2007 Chrysler, Dodge, and Jeep print material for potential consumers.

### **Senior Graphic Designer**

The O'Briens Agency - Lansing, MI

November 1999 to February 2004

Lead designer of high-quality 4-color monthly General Motors magazine called the Edge. Designer of weekly national GM OVERDRIVE ad for Crain's Automotive News Magazine (inside front cover). Responsible for designing print material for Cadillac and HUMMER. Designed regional Standings Reports for GM dealerships nationwide.

### **Graphic Designer**

International Engineering Consortium - Chicago, IL

November 1997 to October 1999

Designed large technical journals, catalogs, cards, brochures, flyers, programs, and graphics for the company's web site, [www.iec.org](http://www.iec.org). Designed both 4-color and 2-color material targeted towards telecommunications professionals and design engineers.

## Education

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### **Bachelor of Fine Arts in Graphic Design**

The University of Michigan - Ann Arbor, MI

1994 to 1996

### **Associate in Graphic Design**

Lansing Community College - Lansing, MI

1992 to 1994

## Skills

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Direct Mail (10+ years), Graphic Design (10+ years), MS Office (10+ years), Adobe Creative Suite (10+ years)

## Links

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<http://www.williamdesign.com>

<https://www.behance.net/williamdesign1>

## Additional Information

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Skills:

Proficient with Adobe Creative Cloud & MS Office

Graphic Design: Magazines, Flyers, Posters, Booklets, Brochures, Direct Mail, Digital, Signage, etc.