

# ANGEL K WILL

GRAPHIC DESIGNER



## ABOUT ME

Hi, I'm Angel, a versatile and strategic-minded graphic designer.

I have a proven track record of designing effective marketing and branding communications for internal and external clients.

I thoroughly enjoy the process of creating cohesive messaging that strengthens brands and makes a positive impact for organizations.

I'm well-versed in designing for both print and digital, from concept to final deliverables, and have a strong can-do attitude.

## CONNECT

616-706-6424

angelkwill@gmail.com

Portfolio: [angelkwill.com](http://angelkwill.com)

## EXPERIENCE

### Graphic Design Contractor, NYC

2019-current

Clients: Decor Global, Himatsingka America

- Design print and digital assets and source images to be included in private license pitch decks and presentation boards: marketing collateral, packaging, PDQs, and mood boards.

### Haggar Clothing Co., Dallas

2016-2019

#### Sr. Art Director, Photography (promoted)

- Coordinated with the Creative Director and key stakeholders to identify seasonal photography needs and ensured visual assets were captured effectively and timely.
- Organized and executed studio and location photoshoots: pre-pro, production and post.
- Collaborated with photographers, videographers, directors, producers, talent, stylists, HMU and retouchers.
- Shot and edited behind-the-scenes photography and videos.
- Continued graphic design work for special projects—Haggar Hall of Fame Dads, Market.

#### Art Director (promoted)

- Worked closely with the Creative Director to concept and strategize design initiatives.
- Continued to design and finalize on-brand print and digital assets for internal teams.
- Collaborated with internal and freelance designers, retouchers, copywriters, developers as well as trained and mentored junior creatives.

#### Graphic Designer

- Designed and finalized on-brand print and digital assets for internal teams: marketing, e-commerce, merchandising, and sales. *Print Assets included:* look books, pitch packets, advertisements, packaging, in-store signage, booths. *Digital Assets included:* banner ads, hero images, emails, new website mock-ups, social media assets.

### Graphic Design Contractor, Dallas

2014-2016

Clients: CBRE, Ecolab, Teladoc, The Loomis Agency, Success Partners and more

- Responsible for image sourcing and designing print assets (white papers, brochures, flyers, advertisements, catalogs, magazine spreads, POP/POS, tradeshow booths, billboards) and digital deliverables (banner ads, digital displays, GIFs, social media assets and email updates).

## TECHNICAL SKILLS

**Advanced:** Photoshop, In-Design, Illustrator

**Intermediate:** HTML5, CSS3, Powerpoint

**Basic:** Premiere Pro, After Effects

## EDUCATION

**Associates,** Tarrant County College

**Bachelors,** Grand Valley State Univ.

**Masters,** Univ. of South Florida

## PRE-DESIGN STORY

I had over 10 years business experience before transitioning into the creative field. After receiving a Bachelors in Public Administration with an emphasis in Health and Accounting, I spent three years managing and auditing physical therapy clinics nationwide. Then I coordinated 24 business events per year, with over 5,000 annual attendees, at the Tampa Bay Business Journal as I pursued my Masters in Management. When the housing bubble burst in 2008, I worked with investors learning the ins-and-outs of capitalizing on real estate in a down market. I pursued each of these opportunities as they enhanced my business skillset, and what I realized while doing so, was that the aspect I enjoyed the most was when I stepped up to create needed internal communications—newsletters, presentations, trainings, and writing copy. With this insight and a passion for learning, I decided to go back to school for Visual Communications. Here we are, six years later, and I continue to pursue professional growth within this creative field that I love, a field that combines my passions of design, photography, and writing.