

WILLIAM FREEMAN

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PORTFOLIO

www.wdsfreeman.com

EDUCATION

BACHELOR OF ARTS

Studio Art
Trinity University
2012 - 2016

SKILLS

- Web Design and Development
- Desktop Support
- Building PCs
- Linux CLI
- People Management
- Account Management
- Knowledge Management
- Project Coordination
- Public Speaking and Debate
- Creative Direction
- Adobe Creative Suite
- Layout Design
- Motion Graphics
- Video Editing
- 3D Modeling
- Music Production
- Game Design
- Unreal Engine
- Godot
- Dungeon Master

AWARDS

EXCELLENCE IN ART

Trinity University
2016

CAREER SUMMARY

- Led a team to improve processes and increase productivity through standardization, documentation, and training
- Spearheaded transformative projects in visual arts and graphic design, specializing in high-detail illustrations, high-volume art production, and large-scale installations

WORK EXPERIENCE

Freelance Graphic Designer and Illustrator / 2016 - Present

WDSFreeman

- Develop 1000+ graphics featured in corporate branding, print, web, apparel, games, zines, and other media
- Partner with 300+ organizations to build visual media aligned with client objectives for impactful communication to target audiences
- Design albums and produce music for Wic Whitney, a queer RnB artist with 75,000 monthly listeners and over 2 million plays on Spotify
- Compose marketing materials for music groups who collaborate with heavy metal legend Max Cavallera of *Sepultura* and rapper Westside Gunn
- Execute two brand overhauls of logos, merchandise, and motion graphics for *the Scripps Research Institute Network for Women in Science*
- Generate an original theme song for *Solar Under the Sun*, a charity that provides clean energy to communities that lack reliable electrical power

Manager & Creative Director / 2020 - 2022

Senior Graphic Designer / 2019 - 2020

Graphic Designer / 2017 - 2019

PRODigitizing / San Diego / Top US-based image digitizing service for embroidery

- Produced 20,000+ designs for large national tool brands, custom promotional merchandise manufacturers, hobbyists and small businesses
- Managed a 6-member multi-functional team (design, digitizing, customer service, and machine support)
- Demonstrated expertise with vectorization and digitization technology as an all-time top performer
- Fostered flawless execution and consistency across the design team by devising and enforcing best-in-class production quality standards
- Developed and conducted in-depth digitization and vectorization in-person training for two separate teams of graphic designers
- Garnered a 12% increase in productivity by coordinating with four other departments to diagnose inefficiencies and change processes
- Drove the team to exceed both short-term and long-term objectives for 2020, 2021, and 2022
- Bested the previous record year for image digitization output by 16% in 2022
- Reduced escalations by 31% in 2022 by removing redundancy to provide the fastest possible service and serving as Escalations Manager
- Performed IT and Desktop support for all employees, reducing workstation down time by 50%