WILLIAM BLALOCK
SENIOR GRAPHIC DESIGNER

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PROFESSIONAL PROFILE

I am a cutting-edge graphic designer with more than 10 years experience developing clean and aesthetic design solutions. I've worked on digital as well as print design executing from concept to completion. My passion for design is fueled by my strong work ethic and desire to keep learning to enforce and expand my creative mind.

EDUCATIONAL BACKGROUND

BRIARCLIFFE COLLEGE
Bethpage NY

BACHELOR OF FINE ARTS
Graphic Design 2005

KATHERINE GIBBS SCHOOL OF ARTS
Melville NY

HTML Courses and Fine Arts classes
(Sept. 2000 - May 2002)

EXPERIENCE

6 MONTHS | 08/18 - Present

RELIANCE COMMUNICATIONS
Hauppauge NY

- Conceptualize, and create custom visuals using Adobe Creative Suite for the marketing department for the sales team and major cellphone OEMs (Verizon, Tracfone) company advertisements and online content.
- Create presentations for Salesmen and Chief of Operations
- Lead designer for creative campaigns
- Manage a high volume of projects while ensuring brand standards are consistent
- Collaborate and instruct outside vendors and marketing teams on joint projects
- Product photography
- Web content updates through a custom CMS platform

11 YEARS | 01/07 - 08/18

SPECTRONICS CORPORATION
Westbury NY

- Manage high volume of projects while ensuring brand standards are consistent
- Product photography and enhancing photos through photoshop
- web content updates through a custom CMS platform
- Conceptualize, and create custom visuals using Adobe Creative Suite for the advertising/marketing department for the sales team, company advertisements and online content.
- Play a lead role in creating mock-ups to completion for branded content and the look and feel of Spectronics products (marketing collateral packaging and advertisements).
- Help mentor and give direction to new staff
- Develop master templates for marketing team to use for ongoing projects
- Maintain, track and keep artwork data base on track
- Streamline artwork (packaging labels and business cards) through excel and Indesign though data merge
- Create informative presentations through Powerpoint
- Converting art files into multiple iterations (different sizes and languages)

05 YEARS | 09/09 - 10/14

WB GRAPHICS
Freeport NY

- Create a brand and identity for clients and start-up businesses
- Photo retouch/superimpose images/color correction
- Self-promoting via behance.com/ linkedin.com
- Meeting with clients projecting budgets and schedules. Revision/update designs to fit client business goals
- Research competitive brands and design techniques of current trends
- Working with various printers to complete the final project

01 YEAR | 05/06 - 02/07

FOSSIL INDUSTRIES
(Freelance Print Production), Deer Park NY

- Review work order to determine ink, stock and equipment needed for production
- Quality control inspection of printed products for print clarity and color accuracy
- Monitor feeding and printing processor to maintain specified operating levels and detect/fix malfunctions

SOFTWARE PROFICIENCY

- ADOBE PHOTOSHOP — EXPERT
- ADOBE INDESIGN — EXPERT
- ADOBE ILLUSTRATOR — EXPERT
- ADOBE ACROBAT — EXPERT
- WORDPRESS — INTERMEDIATE
- QUARK XPRESS — EXPERT
- ADOBE DREAMWEAVER — INTERMEDIATE
- MICROSOFT OFFICE Word, Excel, Powerpoint — ADVANCED
- ADOBE PREMIERE — INTERMEDIATE
- ADOBE AFTER EFFECTS — INTERMEDIATE
- SMARTSHEET — INTERMEDIATE

DESIGN SKILLS

BROCHURES • AD DESIGN
CATALOGS • BRANDING
PHOTO RETOUCHING
RETAIL PACKAGE DESIGN
INTERACTIVE PDF'S
PRINT PRODUCTION • FLYERS
WEB DESIGN • STATIONERY
BUSINESS CARDS • BANNERS
TRADESHOW BOOTHS...

COMPATIBLE