

WILLIAM CARLSON

SKILL SETS

Design

Sketch
Photoshop
Illustrator
After Effects
InDesign
Invision
Origami
Lookback

Languages

HTML5
CSS3
Sass
JQuery
Foundation
Wordpress
GitHub

Fine Art

Layout
Typography
Iconography
Book Arts
Photography
Digital Printing

EXPERIENCE

Blackboard Mobile, San Francisco, California

July 2011–present

Creating marketing collateral for both print and web.
Designing UX & UI for multiple mobile platforms.
Coding and designing responsive web content.
Working in cross-functional environment.

Revive Vintage, Santa Cruz, California

July 2010

Developed branding aesthetic.
Created online shopping website with custom CMS.
Developed Mobile app and accompanying mobile site.

Electric Cloud, Santa Clara, California

December 2010

Created new icons for the Electric Commander software.
Worked with team along side coders and product manager.
Developed additional icons to integrate with client interface.

Gift Cast, San Francisco, California

August 2010

Worked on conceptual and Branding for Gift Cast company.
Worked with developers and art directors.
Translated client input into design to reach target audience.

EDUCATION

Academy of Art University, San Francisco, California

Bachelor of Fine Arts - 2011

Web Design & New Media, encompassing web design and development with a background in graphic design, typography, type design, digital audio, 3D/motion graphics and photography, additional training in traditional forms of art such as book binding, sketching and printmaking.