

William Gordon

ART DIRECTION + GRAPHIC DESIGN

wkgordon.com
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ABOUT

Senior graphic designer, artist, animator and educator with over 20 years of experience in digital and print design. Looking to continue creating, experimenting, and leading a team that's not afraid to push boundaries. Effective in managing complete design process from concept to delivery. Driven to use the design process to illustrate and communicate the client's story.

SKILLS

Proficient with Windows and Mac OSX operating systems

Software: Adobe After Effects, Premiere, Illustrator, Photoshop, InDesign, Dreamweaver, Final Cut Pro, Microsoft Office

Coding: HTML, CSS, XML, JavaScript

Expertise Includes: Animation, Video Editing, Email & Web Design, Print Layout, Illustration, Photography, Branding, Packaging, Typography

EXPERIENCE

Lockwood, Andrews & Newnam, Inc. (LAN)

Senior Graphic Designer

Houston, TX

05/2024 to present

I joined LAN in 2024 with the charge of updating and modernizing the company's communications, proposals and identity. LAN has been operating for over 90 years, and needed a brand refresh to reflect the company's growth and commitment to building a more sustainable future. I immediately got started, and in the span of around nine months have created a new logo, brand color palette and brand guidelines, along with the company website, internal communications, and all corporate collateral to coincide with the move to a new corporate headquarters.

Transwestern

Senior Graphic Designer

Houston, TX

03/2008 to 04/2024

My assignment when joining Transwestern was to bring the company's marketing efforts up to contemporary standards. Over the course of 16 years, I exceeded this initial charge, and helped to lead the company's push towards streamlined innovation in the commercial real estate industry.

I pioneered the company's video production efforts for both internal and external communications. The last two years, the company's YouTube page garnered over 40,000 views and over 230,000 impressions. In 2023, our social media channels received over 140,000 video views and over 1.4 million impressions. I created designs for advertisements, brochures, collateral and thought leadership publications. In addition to the design, I made strategic changes in the delivery of collateral and communications. By reducing the amounts that are printed versus published online or sent via email, these changes resulted in savings on printing costs while increasing engagement. Additionally, I assisted in the marketing and promotion of iconic properties in cities across the country, helping to differentiate, reduce vacancies and reposition them among comparable buildings in their markets.

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EXPERIENCE (continued)

In my position I also served as a team leader of our over 50 regional designers located across the country, by leading regular calls offering software training, spotlighting their successful creations, and communicating new corporate initiatives. Furthermore, I have helped to create and manage numerous shared media resources including corporate identity standards, email templates, photos, and video assets. During my tenure I've taken part in corporate rebranding efforts three times, overseen the production of large-scale media presentations for annual events, and created impactful multimedia white papers and research reports in collaboration with our researchers, copywriters, and leadership.

Commissioned Designer

Atlanta, GA

10/2006 to 03/2008

Created various print and electronic marketing and training materials for: The Home Depot, EXPO Design Center, Chick-fil-a, ExecuTrain, Manheim.com, Cox Communications, PGA TOUR Superstore, and the National Center for Civil and Human Rights

Georgia State University

Graduate Teaching Assistant

Atlanta, GA

08/2004 to 12/2006

Led undergraduate courses while pursuing an MFA degree:

Introduction to Graphic Design and Graduating Senior Portfolio Preparation and Review

Contributed to the learning environment by leading and developing classroom lectures, demonstrations, discussions, and critiques of projects and assignments.

Mentored students individually with their learning and mastering of various design theory and computer software programs.

EXPO Design Center: A Home Depot Company

Graphic Designer

Atlanta, GA

02/2000 to 10/2006

Developed innovative training materials for The Home Depot and EXPO Design Center store management and employees which increased effectiveness and reduced costs.

Created a consistent look and feel in branding EXPO's Training, Recruiting, Loss Prevention, Operations, Merchandising, Internal Communications, Store Planning, Store Signage, and Advertising print collateral.

Managed inventory and coordinate print deadlines with various clients and print vendors.

EDUCATION

Georgia State University

Ernest G. Welch School of Art and Design

Atlanta, GA

MFA in Graphic Design

Florida State University

College of Business

Tallahassee, FL

BS in Marketing