

WILLIAM (BILL) HANSON
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SUMMARY

Senior level designer with extensive experience driving the strategy and execution of building and extending brands for products and emerging companies. Demonstrated success driving creative consistency and quality, both online and offline, ensuring projects are delivered on-time and within budget. Strong ability to manage and deliver multiple, complex, simultaneous and interconnected projects, tie design outputs to business measures and collaborate effectively with a wide range of internal and external stakeholders and providers.

Expertise:

- Digital savvy web designer with hands-on experience working with key technologies and content management systems including Word Press.
- Success building brand consistency across both ecommerce and brick and mortar retail channels for both digital and print design
- Structured but flexible project management approaches that ensure quality completion on time and on budget
- Hands-on management of the online presence for companies in multiple industries and sizes, including driving web design from the ground up as well as ongoing updates and maintenance.
- Email marketing, social media, SEO/SEM and digital advertising
- Hands on management of print design outputs including signage, newsletters, flyers, advertising, company brochures, and sell sheets. Ability to manage end-to-end delivery and production.

Technical Skills

Adobe Design Suite: Photoshop, Illustrator, InDesign, Dreamweaver (Expert)
Coding Languages: HTML5, HTML, XHTML, CSS, PHP (Advanced)
Operating Systems: Apple OS, Microsoft (Proficient)
Email Marketing Tools: ConstantContact, MailChimp, etc. (Advanced)
Social Media Platforms: Facebook, Twitter, YouTube, Instagram (Proficient)
Copywriting: Web, print and all forms of online marketing/advertising (Advanced)

Professional Skills

Excellent written and verbal communication skills
Strong analytical, strategic and creative problem solving skills
Disciplined and flexible project management against multiple priorities
Open and authentic collaboration towards win/win solutions

PROFESSIONAL HISTORY

President and Chief Designer

Bill Hanson Design, Seattle, WA

January 2015 - Present

Developing and deploying strategies to help small and medium size businesses make an emotional connection with their clients, to grow and strengthen their brands. This has given me great experience across many mediums of communication and a global understanding of the integration and interplay between them. A passion for design and helping others reach their goals was the driving force behind the creation of this company.

Design and Production Manager

Destee-Nation Shirt Co., Seattle, WA

July 2012 - Present

Responsible for driving the development and implementation of all company ecommerce and brick and mortar design deliverables, including the company's ecommerce website, store signage, product design and development, email and marketing engagement for artisan screen printed apparel business, featuring the brand marks of beloved local businesses.

Drive eCommerce website development and management including design and optimization
Develop the marketing strategy and deliverables to engage customers as well as build and deploy online stores for Destee-Nation member businesses,

Handle all product design development, production and vendor management

Graphics Operator for Game Broadcasts

Play On Sports, (Xfinity) and Seattle Storm, Seattle, WA

2010 - Present

Create graphics and manage the operations for real time updates of in-game reads for various professional sports broadcasts originating in the Pacific Northwest. Producing over 40+ creative elements in a given broadcast. Integrate and update graphics during each live broadcast. Design and update WNBA graphics package from season to season.

Color commentator for High School Soccer State Championship web casts on NFHS Network.

Design Director

First Team Media

2010 - 2011

Managed strategy and design execution for various company clients including Jazz on the Mountain at Whistler, Harmony Hills Retreat Center, Seattle Storm Basketball, and Michael Roos Foundation. Art direction of promotional videos and television broadcasts. Responsible for design and development of websites, and management of online content for clients.

Art Director

3BA International

2007 - 2010

Directed and designed all marketing and sales materials used in the creation, operation and Branding of the 3BA 3on3 Professional Basketball USA promotional tour. **Assisted in the development of radio and Television commercials.** Directed the production of promotional videos and game broadcasts. Designed, developed and managed 3BA International website, produced all printed materials for promotion of tour and investment materials for sales staff. Traveled with the tour to design in game motion graphics and static graphics for in arena mediums and large format advertisement for billboards, bus wraps and pop-up banners.

Web Developer and Digital Asset Manager

Cruise West

1999 - 2004

Managed and designed the web content and digital assets. Developed and maintained both internal and external web based interfaces. **Part of a team that developed the strategy of internet marketing campaigns,** managed and maintained cruisewest.com. Managed, created and updated all content on cruisewest.com. Developed and deployed a complex land-excursion booking engine for pre-booking before the cruise that was easy to use for the cruise passengers to ensure they got the full experience of their vacation dreams.

EDUCATION

Associate of Arts and Sciences, Graphic Production and Printing Technology, 1994
Seattle Central Community College
Seattle, WA

Teaching Assistant and Student Mentor, Graphic Design Program 1982-1986
Ballard High School
Seattle, WA

CERTIFICATIONS, ASSESSMENTS AND TRAINING

Smarterer.com
CSS (Expert)

COMMUNITY INVOLVMENT

Youth Soccer Coach 1997 - Present
Serve as youth soccer coach for several local school districts and soccer clubs including Mercer Island School District, Federal Way Football Club, Shoreline Football Club, Seattle Public School District, Woodland Soccer Club and Capitol Hill Soccer Club.

Portfolio and References Available Upon Request