



# WILLPHILLIPS

GRAPHIC DESIGNER

## HELLO

“ My name is Will Phillips and I am a Graphic Designer living and working in Chicago, Illinois. My design philosophy is to be flexible, offering both minimalistic and complicated designs alike. My career philosophy is to maintain longevity and relevance in the design realm. I am constantly looking at current trends in design but also reflecting on its history as I believe there is much to learn from the past. ”




## FREELANCE

- Curva Bella • Charlotte, NC** 2012  
Designed brand identity for an online t-shirt company catering to the female market.
- AR Apparel • Charlotte, NC** 2008  
Developed vector based files from jpeg images, color correction, photo manipulations and prepared print and embroidery files.
- Gopher Dogs • Charlotte, NC** 2007  
Established brand identity for a private mobile dog grooming company through vehicle graphics, brochure, web banner, and magazine advertisements.
- Hawthorne's NY Pizza and Bar • Charlotte, NC** 2007  
Created multiple promotional flyers for annual events, such as holiday occasions and monthly drink specials.

## WORK EXPERIENCE

- TCi™ Tire Centers**  
(Wholly Owned Subsidiary of Michelin®, North America)  
**Duncan, SC • Graphic Designer (Telecommuting from Chicago, IL)** 2010 - Present  
Fulfilling a key role as a Graphic Designer in the in-house TCi T3 Marketing Program. Rendering various advertising services, such as designing corporate projects for TCi, including trade magazine ads, flyers, PowerPoint templates, and website splash pages. Working collaboratively with a more than 35 person sales force, known as Dealer Development Sales Managers (DDSM), to complete advertisement requests which include newspaper, direct mailers, billboards, logos, business cards, animated and static web banners, magazine ads, vinyl banners, loyalty cards, and tire inserts.
- Dali Decals**  
**Asheville, NC • Graphic Designer / Production Artist**  
(Company Relocated to Jacksonville, FL in 2010) 2009 - 2010  
Rendered effectual assistance in cutting and transferring matte and semi-gloss vinyl for use of in-home and office decoration. Aided in photo color/correction and restoration for company website. Took charge of placing orders as well as greeting and handling customers' questions and concerns to provide high quality client satisfaction.
- Signs By Tomorrow**  
**Charlotte, NC • Graphic Designer / Production Artist**  
(Franchise Went Out of Business in 2009) 2008 - 2009  
Generated custom signage for on-site installations using a variety of tools and materials. Designed logos, developed vector based files from jpeg images, and created custom vehicle wraps. Effectively demonstrated excellent communication skills in interfacing customers through email, fax, telephone, and in-person.
- Dilworth Coffee at the Shoppes at Highland Creek**  
**Charlotte, NC • Graphic Designer / Barista** 2006 - 2008  
Designed and constructed menu board layouts and compositions, as well as loyalty punch cards, business cards, and promotional materials.

## CONTACT

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## PROGRAMS

- Adobe Photoshop CS6
- Adobe Illustrator CS6
- Adobe InDesign CS6
- Adobe Dreamweaver CS6
- Adobe Flash CS6
- Adobe Fireworks CS6
- Microsoft Word
- Microsoft PowerPoint
- Microsoft Excel
- Microsoft Outlook

## OPERATING SYSTEMS

- PC / Windows
- Mac / OS X

## AFFILIATIONS

- IGA Member (Chicago)

## AWARDS

- TCi Marketing Star of the Month  
(June, 2013)

## EDUCATION

- Bachelor of Fine Arts (B.F.A.)  
The University of North Carolina at  
Charlotte (2007)