



ROB WILLIAMS

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PERSONAL STATEMENT

Experienced award-winning graphic designer seeks new visual stories to tell.

PROFESSIONAL EXPERIENCE

Contract Designer

2001-present

Work with a variety of clients to conceive and create an array of marketing and promotional materials—including logos and identities, brochures, invitations, T-shirts and web sites.

Clients include: The Brooks Fund of the Community Foundation of Middle Tennessee, Second Harvest of Middle Tennessee, Vanderbilt Health Law Society, East Academy, Historic Germantown Neighborhood Association, Hays Advisory, LifeCorp, *Nashville Arts Magazine*, Family Circle Advisors, Four28 Communications

- Meet with clients to define project parameters and solve communications problems.
 - Develop innovative ideas and concepts.
 - Present and “sell” work to clients.
 - Execute creative work on deadline and within budget.
 - Select and monitor outside vendors, including printers regarding process, paper stock and other specifications
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Art Director

2001-2009 • *Nashville Scene*, Nashville, TN • Alternative newsweekly, circulation of 50,000

Established a stylistic and consistent level of high editorial design standards. Responsible for full creative, fiscal and production of editorial design. Collaborated with editors and writers and directed freelance artists and photographers to develop and communicate ideas visually. Orchestrated entire production process from concept through completion, including overall layout and cover design, in a deadline-driven environment. Commissioned high-quality illustration and directed complex photo shoots.

- Redesigned newsweekly to lure new readers and boost circulation
 - Maximized tight art budget of \$32,500 to produce 52 issues annually
 - Designed award-winning covers and layouts and art directed photos and illustrations
 - Managed a staff of four graphic designers to produce a weekly newspaper and monthly magazine (2003-2006)
 - Hired and trained new staff
 - Evaluated and recommended new procedures and equipment
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Graphic Designer

1999-2000 • W.W. Norton, New York, NY

Designed marketing pieces for the college textbook division. Worked closely with printer to produce a diverse range of marketing collateral.

EDUCATION/TRAINING

Bachelor of Arts (1998)
University of Tennessee, Knoxville

Photoshop (1999)
Parsons School of Design, New York, NY

Photography Lighting (2008)
Nashville State Community College, Nashville, TN

TECHNICAL PROFICIENCY

Expertise with Adobe InDesign CS4, Photoshop CS4, Illustrator CS4, wit; Knowledge of HTML, CSS, Dreamweaver CS4, Flash CS4

Related Experience: Photography—Published in *Men’s Journal*; portrait photography; Judged the Council for Advancement and Support of Education Circle of Excellence Awards in the field of design; Guest lecturer at Watkins College of Art and Design

AWARDS

2008 *Print* Regional Design Annual; AltWeekly Awards, 2009 Third Place, Cover Design; 2008 Second Place, Photography (Art Director); 2007 Honorable Mention, Photography (Art Director); 2007 Third Place, Special Section (Art Director); 2006 Second Place, Illustration (Art Director); 2005 AIGA TEN SHOW, Merit, Editorial Design (Art Director)