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# Gary Williams | Art Director | Creative Director

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## Experience

### Group Art Supervisor | Havas Life | 2/21 — 1/24

- Lead creative development for all branded and non-branded consumer and health care provider communications for Bio Marin's PKU (a rare disease) treatment, Palynziq. Social, videos, digital display, trade show booths, websites redesigns and updates, print, presented concepts and work internally and to clients
- Managed one art director who I met with weekly to review work in progress, provide mentoring and skill development
- Created trade show experience and walk through in Cinema 4D and After Effects. Created AR experiences using Adobe Aero.
- Gave a series of presentations to art staff called Art Director's Toolbox featuring new tools, under-utilized features and applications

### Senior Art Director (freelance) | Various Agencies | 12/18 — 2/21

- **Havas** — Created website design and animated banner concepts for Amgen product, Aimovig
- **Just Media** — Created 'Powerful Truths' campaign for Looker analytics platform — acquired by Google
- **Contrast designworks** — Lead a team of two designers in creating unique identities for Oracle sponsored events

### Creative Director (Contract) | Adobe | 10/17 — 7/18

- Lead small team to create, design and produce all global marketing materials for Photoshop & Premiere Elements; emails, landing pages, banner ads, social, videos, in-application welcome screens, packaging
- Gave creative direction to team and production vendors
- Developed and implemented creative and production process guidelines
- Selected and retouched primary imagery for packaging and marketing for the 2019 product update
- Designed packaging for Photoshop & Premiere Elements + bundled version

### Senior Art | Creative Director | Freelance | 01/15 — 10/17

- Produced video motion typographical directions using Illustrator, Photoshop and After Effects
- Designed produced and landing pages in HTML and CSS

**Agencies:** Circa **Clients:** Microsoft

### Senior Art Director | Apollo Group | 5/12 — 12/15

- Produced integrated campaigns for University of Phoenix's individual colleges
- Created a series of short (2 – 3 minute) videos promoting various learning initiatives often traveling with small film crew to tell the stories of inspirational alumni throughout the country
- Developed concept and direction for promotional videos for 'Innovator's Accelerator' — a collaboration between UoPX and IDEO.
- Worked with and gave direction to interactive developers, retouchers, directors, video editors, sound engineers, colorists
- Made short-form, motion graphic-based videos for social media in After Effects

### Senior Art | Creative Director | Freelance | 11/07 — 04/12

- Developed integrated campaigns, designed web and microsites. Art directed numerous videos and motion design pieces
- Produced and developed display advertising in Flash using ActionScript 3. HTML5 with SVGs
- Designed, produced and managed the development of websites and landing pages
- Developed concept for TiVo's Holiday TiVoGram viral microsite generating uptick in Facebook likes and thousands of TiVoGrams sent.

**Agencies:** Euro RSCG, Doremus, Wolfe Doyle, Carat, Anderson DDB, Razorfish, Rivet, Agency.com, Ozone Online, Circa Now, Eye to Eye Design

**Clients:** adidas, Revlon, Toshiba, Honeywell, Intel, Adobe, Schwab, LifeScan, Visa, TuneUp Media, PG&E, Nike, TiVo

### Art Director | Grey San Francisco | 6/06 — 10/07

- Created and sold-in integrated global campaign 'The Power of M' for McAfee
- Created and sold-in 'Go take pictures' integrated campaign for SanDisk
- Art directed, produced and did paper edit for a series of five three minute online wellness videos for Wellpoint
- Developed materials for print, outdoor, interactive, identity development, presentations, microsites, motion design, video
- Directed designers, interactive artists, editors, video directors. Provided input to junior creative staff

**Clients:** McAfee, Macrovision, Tonik, Wellpoint (Anthem), Nokia, SanDisk

## Education

BFA | Advertising Design | Academy of Art, San Francisco

## Software

Adobe CS (InDesign, Illustrator, XD, Photoshop, Dreamweaver, After Effects, Premiere), Sketch, Figma, Cinema 4D, Blender, HTML5, CSS, Midjourney, Stable Diffusion

## Interests

Painting, vintage scooters, surfing, snowboarding, technology