




# GaryWill

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## Professional Summary

*Supported by a wealth of transferable creative and managerial experience and knowledge, through key positions held in both industry and education. With strong interpersonal skills to communicate, collaborate, contribute, and inspire, individuals and groups at all levels. Reliable, efficient, and skilled to work independently or as part of a creative team.*

*Over 35 years experience within the creative industry as a practicing graphic designer and consultant, working across both print and digital. With a solid understanding of Branding across multiple platforms.*

*A senior graphic design professor, teaching, training, and mentoring, in the capacity of Creative Director across a brief based curricular, specializing in Brand Experience, Editorial and Informational Design [garynwill.com](http://garynwill.com)*

## Strengths as a Graphic Designer

### Design principles and creative ideation

I demonstrate a strong understanding of design principles and Gestalt, using color, shape, space, texture, typography, scale, dominance and emphasis, and harmony to create visually appealing and well-structured designs, combined with a rich and well defined creative process of generating, developing and communicating new ideas to managers, teams, and clients alike.

### Branding

Whether building or maintaining brands - I have an in-depth understanding of what makes a brand unique, and the ability to bring that brand to life through logos, colors, typography, illustration, photography, graphic elements, and more. Creating a 'big idea' that is consistent across platforms and that speaks to the right audience.

### Typography

Years of experience as a practicing Graphic Designer has honed my skills as selecting the right typographic choices to create meaning and invoke feeling, from choosing the right font for a project to typesetting, kerning, tracking, and leading.

### UX and UI Design

While not a UX/UI expert, I do have a solid understanding of the fundamentals to allow for strong collaboration and communication with team members.

### Technology

Solid familiarity with the Adobe CC suite of programs, including: Illustrator, InDesign, and Photoshop, also Figma and Mural. Basic understanding of programming languages, such as HTML and CSS, as well as content management systems like WordPress, Constant Contact and MailChimp.

## Soft Skills

### Communication

Communication skills are at the heart of my work. Clear lines of communication with colleagues and clients, as well as both written and verbal communication skills for proposals and presentations.

### Strategy

I am a strong strategic thinker – whether having to consider how certain design elements work together and how to best convey meaning or tone of voice while adhering to design standards, or brainstorming, thumbnailing, developing ideas, and evaluating designs.

### Problem Solver

I integrate problem solving skills throughout my design process. Whether connecting ideas to audiences, troubleshooting design issues or revising designs to meet client needs.

### Time Management

Whether working on multiple projects at once, or dealing with deadlines from several different clients, I am consistently able to balance workloads and prioritize projects.

**Work Experience:** BRADLEY UNIVERSITY  
Peoria, IL. USA  
**Department of Art & Design Chairperson**  
2016 - 2024

**Professor Graphic Design**  
2016 - Present

**Associate Professor  
Graphic Design**  
(Tenured 2004)  
2004 - 2016

**Assistant Professor  
Graphic Design**  
2000 - 2004

*Previous Academic Positions:*

DONCASTER COLLEGE  
S. Yorkshire, UK  
**Program Coordinator Graphic Design**  
1996 - 2000

**Lecturer ii, Graphic Design**  
1989 - 1996

**Education:** BECKETT UNIVERSITY  
(formerly Leeds Metropolitan) Leeds, W. Yorkshire, UK  
**Master of Arts in Graphic Arts**  
1996 - 1998

HUDDERSFIELD UNIVERSITY  
Huddersfield, W. Yorkshire, UK  
**Post Graduate Certificate in Education**  
1994 - 1996

SOUTHPORT COLLEGE OF ART & DESIGN  
Southport, Lancashire, UK  
**B.A. Advertising Design**  
1979 - 1983

**Professional  
Affiliations:** The International Society of Typographic Designers (London, UK)  
College Art Association (USA)  
The Society of Typographic Arts (Chicago, USA)  
US Citizen  
Can work on-site, remote, hybrid or relocate

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