

# William Melton

Senior Designer / Art Director

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- Des Moines, Iowa Metro

## SUMMARY

Versatile professional with over 20 years of comprehensive experience in print and digital design with results-driven solutions to both design and marketing. Superb project leadership abilities and personnel management and training with a strong expertise in several industry sectors. Proven problem solving and analytical thinking skills, a fast-learning curve, and ability to adapt to evolving industry trends. A dedicated professional with the drive and skill-set to excel in a fast-paced leadership role enhancing a company's ability to capture profitable markets.

## EDUCATION

JULY, 2018

### CERTIFIED TRAINING

SQL, HTML, PHP, CSS  
SoloLearn

APRIL, 2015

### ADOBE CERTIFIED EXPERT (ACE)

Adobe Illustrator, Adobe Photoshop  
Adobe

FEBRUARY, 1999

### BACHELOR OF ARTS

Graphic Design, Multimedia  
Al Collins Graphic Design School  
(AKA Collins College) Tempe, Arizona

## AREAS OF EXPERTISE

- Logo Design
- Branding & Identity
- Layout & Composition
- Web Design
- Social Media and Web Graphics
- Multimedia Production & Development
- Copywriting & Technical Writing
- Campaign & Presentation
- User Interface Design
- Art Direction & Team Building
- Marketing Execution
- Project Development & Management

## SKILLS

### SOFTWARE

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere
- Adobe Dreamweaver
- Adobe XD
- Sketch
- Sublime Text
- Figma
- Wordpress

### LANGUAGES

- HTML
- XML
- PHP
- CSS
- SQL
- JavaScript

## WORK EXPERIENCE

2017 - PRESENT

### WRAPJAX TACOMA, WA (remote since 08/2023)

#### Senior Designer/Art Director

As the senior designer/art director, I team up with several different clients in a wide variety of industries, providing successful marketing and graphic campaigns, designs, and consultation with an extensive grasp on color theory and color matching, while training and team building.

#### KEY NOTES

- Consultation of current design trends and applying results-driven design in several different industries, leading to a huge client success increase resulting in improved global sales by around 300% in a span of a few years.
- Developed and executed a successful re-branding campaign, resulting in a 20% increase in brand recognition and a 25% increase in social media engagement
- Integrated a client feedback campaign that helped increase positive ratings by nearly 400% and achieving higher customer base
- Streamlined new methods of art figures to better match client needs and increase revenue per project, by over 10%

2009 - PRESENT

### WMELTON DESIGNS DES MOINES, IA

#### Freelance Design/Multimedia Developer

By studying different design trends and markets for 20 years, I provide expert level graphic design services along with branding and marketing aimed at achieving real results. Other than logos, layout, web design, packaging, branding, etc, working freelance has optimized highly beneficial skills such as time management, labor costs, customer communication and target markets, along with an increasing knowledge of other high-demand design such as user interface, user experience and motion graphics.

#### KEY NOTES

- Implemented an efficient workflow using design tools such as Adobe Photoshop and Illustrator, Sketch, and Sublime text that improved the speed of design delivery by over 30%
- Elevated client-base at a high rate by self marketing and practicing proven design methods, to thrive professionally during the 2009 recession
- Helped partner clients achieve startup goals through graphic design tactics to grow their business and be ahead of competition
- Designed fully-optimized websites utilizing the best SEO and coding tools, for clients requiring a close to the top google listing