



WILLIAM BOBAKER

Sr. Graphic Designer + Creative Professional



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CREATIVEBO.COM

WHY WE SHOULD WORK TOGETHER

- Experienced creative professional with management background.
- Excellent understanding of design principles and theories.
- Ability to work independently and within a team of creatives.
- Ability to conceptualize and think visually.
- Exceptional attention to detail and technical skills that enables effective execution of projects that deliver results.

AWARDS & ACKNOWLEDGMENTS

BRONZE ADDY AWARD
MANIFESTO CAMPAIGN | AAF PHOENIX 2022

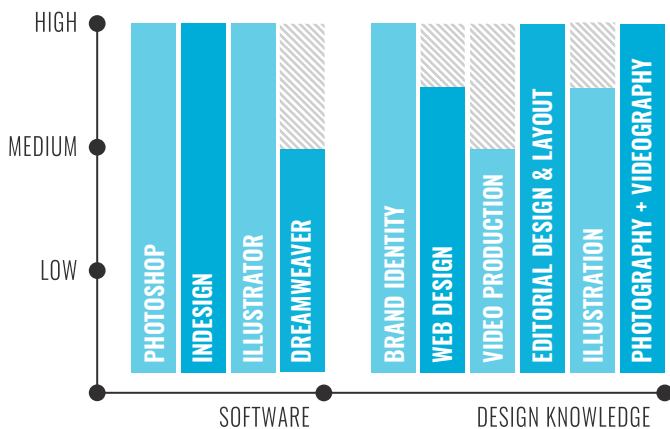
PRESIDENT'S HONORS LIST
THE ART INSTITUTES INTERNATIONAL MINNESOTA

QUARTER'S BEST AWARD
FATHER & SON SERIES | SPRING 2016

PEOPLE'S CHOICE AWARD
FATHER & SON SERIES | STUDENT JURIED EXHIBITION 2016

ACADEMIC HONOR SOCIETY
DELTA EPSILON IOTA | DIGITAL MEDIA ARTS COLLEGE 2013

SKILLS & DESIGN KNOWLEDGE



EDUCATION

THE ART INSTITUTES INTERNATIONAL MINNESOTA
BACHELOR'S DEGREE | GRAPHIC DESIGN
DECEMBER 2016 | MINNEAPOLIS, MN

DIGITAL MEDIA ARTS COLLEGE
GRAPHIC DESIGN | ADVERTISING COURSE WORK
JANUARY 2013-JULY 2014 | BOCA RATON, FL

EXPERIENCE

MANAGER OF CREATIVE SERVICES
UNIVERSAL TECHNICAL INSTITUTE | PHOENIX, AZ
MAY 2017-PRESENT

Lead creative team to align branding and content with company goals. Integrate brand objectives on all marketing deliverables with strategic direction and input. Manage campus branding initiatives with senior leadership and vendors. Promote innovation, teamwork, and mentor direct reports.

SENIOR GRAPHIC DESIGNER
SPECTRUM MARKETING SERVICES | LITTLE FALLS, MN
AUGUST 2014-JANUARY 2016

Executed various projects in print, apparel, web design, and other marketing services for clients. I was accountable for rebranding and developing the marketing strategy for the company, including new sales collateral, company stationary, website design, email campaigns, social media strategy, and direct mail promotions.

ART DEPARTMENT MANAGER
BUGATCHI UOMO APPAREL INC. | BOCA RATON, FL
MAY 2012-JULY 2014

Led the design team in creating company collateral, product photography, line sheet design/layout and website redesign. Implemented the importance of social media within the company, handled distribution of company image collateral to the national sales force and company's major buyers including Nordstrom, Saks 5th Ave and Harry Rosen. In charge of pattern design for upcoming seasons, prepared digital tech packs for manufacturing factories and worked alongside the lead clothing designer on developing new trends.

ART DIRECTOR
ULTIMATE BEVERAGES, LLC | BOCA RATON, FL
JULY 2009-MAY 2012

Managed a team of graphic designers in company collateral, product photography, package design and POP materials. In charge of designing special event flyers for social networks, photographing the events and production of short films for the website. Responsible for the branding, bottle design and marketing efforts for Hard Rock Vodka in addition to limited edition flavored vodka.

ART DIRECTOR
SILVER DAGGER INC. | BOCA RATON, FL
OCTOBER 2007-MAY 2012

Directed a team of designers in company collateral, package design, product photography, and POP materials. Responsible for designing artwork for new collections, jewelry, belt buckles, sunglasses and additional marketing/branding efforts for Silver Dagger Vodka. Reported directly to the CEO and lead designer of company to produce this international lifestyle brand.