

WILLIAM BILLEC

Art Director / Graphic Designer



billbillec.com



South Orange, NJ



201.306.3141



wbillec@gmail.com

EXPERIENCE

Art Director & Artist (Freelance) — NY Metro Area Jan 2025 – Present

- Develop Presentations and Pitch Decks To Support New Business Acquisitions
- Designed and Launched Personal Portfolio Website
- Deliver Branding, Visual Identity, and Digital Design Solutions for Freelance Clients

Graphic Designer — United Window, Springfield, NJ Dec 2022 – Dec 2024

- Conceptualized and Designed the Company's Flagship "Onyx" Brand Identity, Including Logo and Full Collateral Suite
- Produced Brochures, Sell Sheets, Trade Show Displays, and Corporate Gallery Graphics
- Created Motion Graphics, Animations, and Presentation Decks to Support Marketing and Sales Initiatives

Art Director (Freelance) — NY Metro Area Sept 2019 – Nov 2022

- Designed Program Guides for Haymarket Media
- Created Brand Identities and Logos for Multiple Clients
- Developed Marketing Collateral Including Brochures for United Envelope

Art Director — Meadowlands YMCA, East Rutherford, NJ Feb 2017 – Aug 2019

- Led Creative Direction for Fundraising and Seasonal Campaigns
- Designed "Dreams Do Come True" Branding and Materials for \$100K Gala Event
- Produced Full Digital Campaigns, Including Program Guides and Promotional Assets
- Hired, Mentored, and Managed Junior Designers

Graphic Designer — Merck, Kenilworth, NJ Oct 2016 – Feb 2017

- Designed Internal Communications Including Newsletters and Corporate Signage

Production Artist — Prudential Advertising, Newark, NJ Jan 2015 – Mar 2016

- Supported Development of 2015 Annual Report Through Cross-Functional Collaboration
- Produced Print and Digital Assets for Financial, Real Estate, and Pension Sectors
- Created Magazines, Newspapers, Social Media Content, and Internal Signage

Graphic Designer & Artist (Freelance) — NY Metro Area Nov 2007 – Jan 2015

- Designed Branding and Advertising Materials Across Diverse Industries
- Produced Fine Art, Photography, Murals, and Public Art Installations for Exhibitions and Galleries

Senior Graphic Designer — Projects in Knowledge, Little Falls, NJ Jun 1998 – Nov 2007

- Led Design Team Delivering Branding and Visual Solutions for Continuing Medical Education (CME) Programs
- Created a Wide Range of Materials Including Invitations, Monographs, Websites, Trade Show Graphics, and Presentations
- Collaborated With Pharmaceutical Clients To Develop Educational Marketing Assets

Education

Pratt Institute **BFA**

Brooklyn NY

Graduated with honors

Profile

Strategic Art Director and Graphic Designer specializing in brand development and visual storytelling across diverse industries including finance, pharmaceuticals, non-profits, and manufacturing. Known for delivering high-impact creative solutions and leading cross-functional teams from concept through execution. Experienced in mentoring, hiring, and managing designers to elevate both creative output and team performance.

Skills

Design & Creative

Branding, Art Direction, Typography, Marketing Design, Visual Identity, Illustration, Drawing, Painting, Photography, Calligraphy

Software

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere, Acrobat)

Web & Digital

HTML, CSS

Presentation

PowerPoint, Keynote

