

# Bill Neary *visual communication*

Graphic Design . Art Direction . Media Production

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## TITLE & RESPONSIBILITIES *(full history on [LinkedIn](#))*

## PLACE & TIME

### **Sr. Graphic Designer, Art Direction** – *financial tech: smart cards, reward systems*

An innovative start-up in growth-mode: design/direct/produce concept art, demo videos, prototypes, and collateral material for B2B marketing, and R&D (domestic and international), including workflow management.

[DYNAMICS, INC.](#)

[2015–2018](#)

### **Graphic Designer, Product Photographer, Artist** – *home decor, jewelry, apparel*

A multi-disciplined position: product photography, catalog production design, and graphic design. Interim product development: concept art, renderings, and directional manufacturing drawings.

[CARSON HOME](#)

[ACCENTS](#)

[2014–2015](#)

### **Production Designer II** – *natural personal care products*

Product-focused design/production art: package innovation & renovation, rebranding, presentations, tutorials, process development, and graphics support for global markets.

[BURT'S BEES](#)

[2008–2011](#)

## FREELANCE & CONTRACT *(full history on [LinkedIn](#))*

## PLACE & TIME

### **Neary Creative** – *various clients*

A variety of projects and consultancies for graphic design, content creation, production art, and press checks. Industries included marketing, publishing, private label beverage, and fundraising.

[UPSIDE](#)

[CAVANAUGH](#)

[BLACK BEAR FUNDRAISING](#)

[AND MORE...](#) [2012–2014](#)

## PROGRAMS & SKILLS

**Mac/Windows:** Adobe CC 2018 (Illustrator, Photoshop, InDesign, Premier Pro, Acrobat, Muse Experience Design), CMS, MS Office, JotForms, Sketch, InVision.

**Skills:** Clear verbal/written communication, concept art, video production, prototyping, digital photography (photo comp/retouching), creative writing, copy editing.

## EDUCATION

## PLACE & TIME

### **Interaction Design** – *certificate courses*

Gestalt Psychology, Design Thinking, User Experience Design, Information Visualization, Emotional Design, Mobile UX Design, and more.

[INTERACTION DESIGN](#)

[FOUNDATION](#)

[ongoing since 2017](#)

### **Screenwriting/Short Filmmaking** – *certificate*

Story structure, character development, filmmaking fundamentals.

[U-ARTS, PHILADELPHIA](#)

[2006–2007](#)

### **Visual Communication** – *associate degree in specialized technology*

**Major:** Applied Design; **Minor:** Illustration

Design Principles, Illustration, Logo Design, Typography, Storyboards, Mechanical Art, Painting, Figure Drawing... all things visual.

[THE ART INSTITUTE](#)

[OF PITTSBURGH](#)

[1986–1988](#)