



Will Hobbs

Graphic Design
& Illustration

708.358.0103
234 S. Maple, G3
Oak Park, IL 60302

ONLINE PORTFOLIO:
www.willhobbsdesign.com

EMAIL:
h_stardesign@yahoo.com

EXPERIENCE

Art Director | May 2007-Present

RPM Advertising/Maximum-Direct | Chicago, Illinois

- Collaborate with team for strategic rebranding of major casino chains
- Deliver captivating logo designs, collateral materials, direct mail, and signage for promotional events/offers
- Lead image updates and new designs to add value to property perceptions

Senior Graphic Designer/Project Coordinator | May 2002-February 2007

Signs By Tomorrow | Bloomingdale, Illinois

- Create signage, logos, and collateral for various clients, including The Merchandise Mart, Gameworks, and Harrah's
- Oversee and execute fabrication and shipment/fulfillment of projects
- Consult with customers about project timelines, software queries, file formatting, and any other issues
- Delegate projects to junior designers
- Research and propose software and hardware updates and support for design department
- Perform basic maintenance and operation of large-format printers and vinyl plotters

Graphic Designer | June 2001-February 2002

AMS Direct | Burr Ridge, Illinois

- Produce graphics for continuity programs, packaging, software, direct mail, and television spots
- Proof and edit articles and multi-page supplements in conjunction with copywriter
- Update and lay out continuing-education products for the Carleton H. Sheets and Hume brands
- Organize, maintain, and archive electronic files

Marketing/Proposal Specialist | December 1999-June 2001

ServiceMaster (now Aramark) Management Services | Downers Grove, Illinois

- Integrate captivating graphic design with sales literature to be distributed amongst clients' facility managers
- Support sales staff with proofreading, editing, and assembly of sales materials
- Develop and maintain internal communications websites
- Coordinate product placement in movies and television programming, such as "Strong Medicine"

Illustrator II | November 1998-December 1999

Multi-Ad Services, Inc. | Peoria, Illinois

- Utilize Adobe products to draft images for Kwikie System, a nationwide database of consumer product illustrations
- Design clip art and headers for Ad-Builder, Multi-Ad's newspaper services publication
- Retouch and color-correct sales materials for national accounts, such as Dodge

SKILLS

Traditional Graphic and Fine Art Skills

Cross-Platform (PC/Mac) Capable

Software: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Quark XPress, Macromedia Dreamweaver, Microsoft Word, Microsoft Powerpoint, as well as Gerber Omega

Basic knowledge of HTML

Ability to handle multiple assignments and clients in a deadline-oriented environment

EDUCATION

Bachelor of Fine Arts

Western Illinois University, Macomb, IL

Major: Ad Design

Minor: Illustration

Graduated Cum Laude, May 1998