BILL HANSEN

ART DIRECTOR | GRAPHIC DESIGNER | CREATIVE LEAD

design.bhansen@gmail.com
805.252.1894 mobile

Strategic Art Direction through Multi-Disciplined Visual Storytelling & Leadership

Solid success directing and implementing broad range of revenue-generating design projects, from conception to launch. Readily translate business requirements into effective advertising campaigns. Partner cross-functionally to build consensus and ensure projects meet all milestones and deadlines. Intuitively and quickly adapt to new processes and technology while ensuring compliance with brand standards.

EXPERTISE

Experienced Art Director and Creative Lead

Art Direction | Brand Design | Content Producer | Illustration | Packaging Design | Copy writing | Typography | UI Design | E commerce | Integrated Marketing Campaign | Photography Art Direction | Pre-press | Project Management | Brand Asset Management | Campaign Strategies | In-store Displays | Packaging | Presentations | Targeted E-mail Campaigns | Catalog Art Direction and Design | Team Leadership | Relationship Building | Trade Show and Event Design | Adobe Creative Suite | Microsoft Office

Professional Experience

Senior Graphic Designer / Art Director

Alameda, CA
Jun 2011 - Jul 2019

JanSport

Directed and implemented 360º creative strategies for multi-channel marketing initiatives with cross functional departments.

Instrumental in the launch of the JanSport e-commerce website, which resulted in a steady growth of overall sales in spite of the struggling brick and mortar landscape.

Supervised freelancers and workflow to ensure that all creative work was on time, on budget and on target.
Collaborated with senior leadership to develop high-level digital and print campaigns that aligned with brand goals and strategy holistically across the organization.

Conceptualized and directed lifestyle and product photoshoots, creating brand accurate assets for worldwide audiences.

Conceived and executed the creative direction for trade-shows, product launches and brand events.

Art Directed Point of Sale initiatives which enabled retail partners to double their sales in JanSport accessories.

Graphic Designer

Alameda, CA

JanSport

Partnered with JanSport Brand Marketing and Sales to create marketing initiatives using multiple mediums including print, packaging, on product marketing, OOH, trade shows, digital, web, social media, web and email.

Senior Designer/Production Manager

Maps.com

Santa Barbara, CA
Aug 2004 - Jun 2007

Oversaw graphic design, project management and print management.

Coordinated with key stakeholders and vendors, facilitating projects, materials, and budgets under tight deadlines.

Responsible for design, layout, photography, illustration and management of series of geography education books.

Design work included branding, direct marketing, online advertising, book design, web site design, illustration, and copywriting.

Graphic Designer

Murray's Sports

Carpinteria, CA
Feb 2002 - Aug 2004

Designed and launched rebranding of print and online consumer-facing presence. Created and maintained web store and biannual catalogs.

Generated content through product and lifestyle photography, technical illustration, and copywriting.

Art Director / Graphic Designer

Freelance Design

2001 - Present

Worked on branding, logo, identity, collateral, illustration, posters, packaging, and user interface.

Clients included ADB International, Snyder Law, OrigAudio, American Integrated, Martinez Education Association, SB Waves, and Submix.io.

Design Intern

Design Goes

Hollywood, CA
Nov 1999 - Jun 2000

Collaborated with creative team to create corporate identity, collateral materials, flyers, and 3-D signage.

Graphic Artist

Four Seasons Hotel Coral Casino

Santa Barbara, CA
1995 - 1999

Created menu design for 3 restaurants and accompanying advertisements. Designed advertising and identity design.

Education

A.A. Visual Communications

Brooks College of Design

Long Beach, CA
Aug 1999 - Jun 2000

B.A. Visual Communications

Collins College of Design

Tempe, AZ
Sep 2000 - Jun 2001

RECOGNITION

JanSport President's Award

Excellence in Graphic Design

JanSport President's Award

Excellence in Brand Marketing

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