

Bill Glauner Design

BILLGLAUNER.COM | 978.793.1984



Profile

Experienced designer with over 25 years of expertise in both corporate and service side industries including consumer, energy services, government and homeland security, healthcare and medical device, manufacturing and industrial, technology and software while working in a collaborative environment with partners in the areas of copywriting, multimedia, photography, public relations, video, and back-end web development, seeking a position as Senior Designer or Art Director.

- Leadership and project management skills include developing budgets and proposals, strategy, planning, client presentations, supervision of other designers and managing outside vendor resources
- Adept in print design, pre-press techniques, website and html email design construction and content management techniques

Areas of Excellence

- Project Management
- Sales Strategy
- Content Management
- Media Software
- Client Relations
- Website Design
- Budget Management
- Print Design

Contract Designer | Koch Membrane Systems, Inc. | September 2013 – Present

- Designed a new microsite to promote the launch of the MegaPure™ Hollow Fiber Membrane. The campaign included custom designed and coded emails for pre-show and post-show promotion, animated banners, tradeshow artwork and other marketing materials. The microsite was designed to work within the corporate website template using Kentico CMS
- Administered corporate website to ensure content remains current and adaptable to new needs
- Reorganized and streamlined the marketing project archive and visual assets library to make them much more effective to use as well as providing easy access to frequently used files

Contract Freelance Designer | Conservation Services Group | January 2012 – December 2012

- Directed and designed a new campaign for Focus on Energy Utility, in which three concepts were selected and produced for different mediums including banners, emails, flyers, landing page, posters, and other direct-to-consumer materials
- New design for National Grid and NSTAR's MassSave Heat Loan Program, that included development of a new information packet with customized step forms, folder and other information to make it easier to use
- Online, web and print creative design solutions for energy utility clients including Ameren, Focus on Energy, MassSave, National Grid, NSTAR, and more
- Acting creative services manager for a five month period during two different transition periods for job intake, project management and supervision of other freelancers

Principal Designer | Bill Glauner Design | January 2011 – Present

- Online, web and print related projects

Art Director and Senior Graphic Designer | Hologic, Inc. | June 2006 - December 2010

- Developed a top level in-house design group promoting design excellence, quality and consistency, while examining and integrating other vendor resources, changing technologies and industry best practices.
- Evolved Hologic's branding keeping it fresh and consistent to support company acquisition goals while developing new campaigns and collateral to promote new product releases
- Coordinated and expanded in-house design team, hiring designers to handle more projects, meeting needs for web based email campaigns, product and event websites and print collateral.
- Established design team meetings to share work, techniques, discuss issues and exchange ideas
- Trained and educated marketing and product managers from acquisitions about benefits and process of working with an in-house creative team to produce high quality results while saving money
- Established "Extensis Portfolio" image management software to catalog and store hi-res purchased images and product images for access
- Initiated changes to Hologic's corporate website to integrate a content management system so it could be used more effectively as a marketing tool

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- Initiated development of an online “Project Cataloging System”, containing project information, scheduling, and search functions to locate and archive projects
- Initiated vendor demonstrations and discussions on the use of variable data marketing tools to more effectively target customers through direct mail and email
- Established a sophisticated online business card and stationary ordering and tracking system in conjunction with redesign of corporate stationary package
- Directed and organized many product and lifestyle photo shoots, involving set construction, props, models, and set standards for processing photography for use

Art Director / Senior Graphic Designer | Clementi Associates | October 1984 – June 2006

- Provided creative brand development solutions for a broad range of clients including corporate branding, identity systems, collateral and website design
- Creative included ad campaigns, annual reports, brochures, catalogs, datasheets, direct mail, email, logos, packaging design, press kit folders, product photography, stationary packages, websites, white papers and tradeshow displays
- Industry sectors served included Consumer, Government and Homeland Security, Healthcare and Medical, Manufacturing and Industrial, Technology and Software
- Developed budgets and proposals, client presentations, and managed outside vendor resources
- Directed and organized over 50 product photo shoots, involving set construction, props, and models

Professional Development

Bachelor of Fine Arts in Advertising/ Graphic Design, 1984 | Pratt Institute

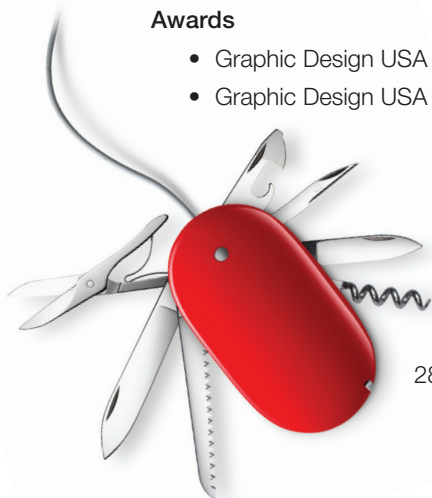
- Proficient in Adobe CS6 in both PC and MAC environments including Acrobat Pro, Dreamweaver, Flash, Illustrator, InDesign, Photoshop, Microsoft Office Suite and Quark Express 9
- Proficient use of HTML, XHTML and CSS
- Proficient in Extensis Portfolio — image management software
- Proficient in Studio Manager — time, management and billing software
- Proficient in Content Management Systems including Kentico CMS

Training

- lynda.com — Ongoing online software training & tutorial video libraries showcasing the latest in software and technology changes in the design field
- Leadership Essentials — Hologic development program for managers to develop skills and build strategies to drive success
- Difficult Conversations — Hologic development program to develop skills for building good communication
- Dynamic HTML development and design — UMass Lowell Adult Education

Awards

- Graphic Design USA 2003 — Hologic 2002 Annual
- Graphic Design USA 2001 — GenRad Corporate Press kit



Integrating the tools.
Delivery of ideas.

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