



WILLIAM VAN SKAIK

Graphic Designer | Digital Marketer | Artist

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EDUCATION

09.2014 – 08.2017

ArtCenter College of Design - Pasadena, CA

Bachelor of Fine Arts with Honors in Graphic Design

05.2017 – 08.2017

TEDxACCD - Pasadena, CA

A student led event where a team of designers and faculty participated in establishing the third installment of "TEDx" at ArtCenter College of Design. Aided the marketing team with recruitment of speakers, sponsors, and performers.

01.2016 – 05.2016

Aquarium of the Pacific - Pasadena, CA

A sponsored project involving a team of multidisciplinary designers collaborating to increase awareness for marine devastation. Designed layouts for identity collateral and assisted in developing storyboards for promotional video.

09.2011 – 05.2012

California Institute of the Arts - Santa Clarita, CA

Courses in Theatre Production and Lighting Design

EXPERIENCE

05.2019 – Current

Interbrand - Tokyo, Japan

Graphic Designer - Designer

Advised and supported team members with establishing new identities for various clients, such as: Mizuho, Persol, TIAT, and The Japanese Ladies Professional Golfers' Association (JLPGA). Assisted global office leaders and management, by attending monthly company meetings regarding status and future direction. Built and maintained incredible relationships among Japanese colleagues and language mentors.

02.2018 – 04.2019

Interbrand - Manhattan, New York

Graphic Designer - Associate

Collaborated with multiple creative directors, designers, and strategists in the development of creating the brand identity guidelines for projects such as Refinitiv and Voya. Engaged in client workshops involving brand strategy, verbal messaging, and design direction. Accumulated material from a variety of resources and executing multiple ideas for projects in need of a re-brand or problem solving.

12.2017 – 01.2018

Saatchi & Saatchi - Los Angeles, California

Graphic Designer - Freelance

Assisted in creating and establishing the foundational rules for Toyota's logo brand guidelines. Engaged in team meetings regarding development of the company's design treatment, experience, and style. Lead design direction in photo editing, management, and retouching, for various events, such as the Tacoma campaign launch and Toyota website re-brand.

RECOGNITION

Red Dot Design Awards - Project Submissions

JLPGA - Identity Design (2020)

ArtCenter College of Design - Student Gallery

Human / Nature - Editorial Design (2017)

National American History Museum - Identity Design (2017)

Alaska Air - Identity Design (2016)

Living Colour - Calligraphy / Lettering (2016)

Vision Envision - Editorial Design (2015)

Equinox - Packaging Design (2014)

ArtCenter College of Design - President's Office

Vision Envision - Editorial Design (2016)

ArtCenter College of Design - Scholarships

ArtCenter Entrance Scholarship (2014)

ArtCenter Department Scholarship (2015)

EXPERTISE

Design:

Illustrator, Photoshop, InDesign, After Effects, Acrobat, XD, Microsoft Suite, Keynote, Sketch, Madmapper, Typography, Editorial, Logos, UI/UX, Packaging, Animation, and Interaction.

Marketing:

Lead Generation, Search Engine Optimization, Traffic Analysis, Keyword Research, Wordpress Development, Facebook Ads, Google Ads, Audience Engagement and Business Growth.

Art:

Drawing, Calligraphy, Lettering, Photography, Storyboarding, Storytelling, Illustration, Painting, Letterpress, Laser Cutting, Bookbinding, Sculpture, Carpentry, and Screen Printing.

RANDOM

I'm a proud collector of socks.

Jack Sparrow is my all time idol.

I study Japanese during free time.

References available upon request.

