



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, with the support of various staff and teachers, where a team of designers participated in establishing the third installment of “TEDx” at the ArtCenter College of Design campus.
- 01.2016 –
05.2016 **Aquarium of the Pacific - Pasadena, CA**
A sponsored project involving many multidisciplinary designers collaborating together to further increase awareness of marine devastation, over pollution, and ocean endangerment.
- 08.2012 –
05.2014 **Santa Monica College - Santa Monica, CA**
Courses in Graphic Design and Photography.
- 09.2011 –
05.2012 **California Institute of the Arts - Santa Clarita, CA**
Courses in Graphic Design and Theatre Production.

Experience

- 05.2019 –
Current **Interbrand - Tokyo, Japan**
Graphic Designer - Designer
Advised and supported team members with the overall establishment and creation of new graphic identities for various clients. Assisted the global office leaders and management, by attending monthly company meetings regarding current trends and future direction. Built and maintained long-lasting 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 with the overall development of creating brand identity guidelines for various projects. Actively engaged in project workshops involving brand strategy, verbal messaging, and design direction. Executed and shared multiple ideas for projects in need of a re-brand, new identity, or problem-solving.

Recognition

- ArtCenter College of Design - Student Gallery**
Human / Nature - Editorial (2017)
National American History Museum - Identity (2017)
Alaska Air - Identity (2016)
Living Colour - Calligraphy (2016)
Vision Envision - Editorial (2015)
Equinox - Packaging (2014)
- ArtCenter College of Design - President's Office**
Vision Envision - Editorial (2016)
- ArtCenter College of Design - Scholarships**
ArtCenter Entrance Scholarship (2014)
ArtCenter Department Scholarship (2015)

Expertise

Design:

Logo & Identity Systems, Color Selection, Typography, Print & Editorial Layouts, UI/UX & Website Development, Photography, Packaging, Animation, and Interaction.

Marketing:

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

Art:

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

Tools:

Illustrator, Photoshop, InDesign, After Effects, Acrobat, XD, Figma, ChatGPT, Microsoft Suite, Keynote, Sketch, Midjourney, WordPress, and Digital Camera's.

References are available upon request.

More information: [linkedin.com/in/wvanskaik](https://www.linkedin.com/in/wvanskaik)

