

# BILL PEARCE

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## RELATED EXPERIENCE

**Tremor Media** New York, NY 7.10–1.11  
*Freelance Flash Designer/Developer* tremormedia.com

Designed and produced expanding and non-expanding Flash banner ads, with and without video, in various standard and non-standard sizes, using AS2, AS3 and Greensock tweening engines

Created page takeovers, mini-sites, in-stream ads, interactive ads, rich media ads, etc.

Designed ads with a proven track-record of ad success

Clients included Sprint, Business Week, HP, General Motors, Syfy, Disney, Fuse and Office Max

**DC Comics** New York, NY 11.09–06.10  
*Freelance Graphic Designer* dccomics.com

Made images for licensing department that were sold in style guides and appeared in a variety of media (clothing, packaging, textiles, etc.)

Laid out artwork and type, designed logos, edited digital illustrations, retouched artwork and ran vigorous DC production checks on various internationally licensed style guides

Clients included Mattell, Target and Walmart

**Euro RSCG Life** New York, NY 9.09–10.09  
*Freelance Art Director* eurorscglife.com

Art directed and designed four separate interactive Flash tablet PC user- interfaces for Pfizer while contributing to other interactive pharma projects

Ensured all concepts and designs aligned with project style guide

Collaborated with Associate Creative Director and various consultants and fostered communication between copy, editorial, traffic and art departments

Managed junior art directors' workflow and ensured they had the necessary technical knowledge and project vocabulary

**Intellectual Property Demonstratives** New York, NY 1.07–9.09  
*Graphic Designer/ Animator* ipdemon.com

Designed interactive Flash tutorials and presentations that were displayed in various medical and electronic patent litigation hearings and trials

Created numerous graphics that have helped the firm win several multi-million dollar patent cases

Responsible for on-site production for trials, including meeting and sketching with clients, delegating workflow and preparing and printing graphics to be displayed in court

Clients include Samsung Electronics, IBM, Bank of America, Xerox, Lucent Technologies, Bard Medical, The Nexan Group, Micron Technology and The Activas Group

## SKILLS

Interactive design, Flash design and development, information architecture, illustration (digital and analog), typography and screen-printing

Selected computer experience: Adobe Creative Suite (Photoshop, Illustrator, Flash, InDesign, Dreamweaver, After Effects), HTML & CSS, Action Script 2 and 3, Greensock tweening, Quark Express, Autodesk Maya, Microsoft Office

## EDUCATION

**School of Visual Arts** New York, NY Graduated 2006  
Bachelor of Fine Arts: Illustration