

# WILLIAM R. SWEENEY

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Web Portfolio: [www.wrsdesign.com](http://www.wrsdesign.com)

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## SUMMARY

Certified graphic designer and graphic applications instructor with several years experience teaching and producing creative work for web and print delivery.

Adept in collaboration with clients, writers, photographers, editors, and printers, in the areas of creative/production, pre-press, budget constraints and time management.

## EDUCATION

BFA, The Cooper Union, New York, NY - 1976

### CERTIFICATIONS AND LICENSES

- New York State Registered Business School, Provisional teachers license, September 2009
- Brainbench Certification for HTML and Adobe Dreamweaver, Illustrator, and Photoshop, August 2004
- Methods of Occupational Instruction Certification, February 2002
- Advanced Communication in the Classroom Certification, October 2002

## PROFESSIONAL EXPERIENCE

### **GRAPHIC ARTS INSTRUCTOR**

*August 2013 to present*

Independence University National, Salt Lake City, UT

- Deliver online instruction in Adobe and Microsoft applications for web and print design.

### **GRAPHIC ARTS INSTRUCTOR**

*July 2011 to present*

Montclair Art Museum, the Wall School of Art, Montclair, NJ

- Deliver continuing education courses on introduction to web design.

## **REGISTERED WYZANT INSTRUCTOR/TUTOR**

*July 2011 to present*

WyzAnt, Tutoring, Teaching & Coaching

[visit me on Wyzant](#)

- Tutor students in graphic design, encompassing all Adobe and Microsoft applications for print and the web.

## **CONTRACT WEB DESIGNER, VONAGE CUSTOMER CARE TECHNOLOGY**

*July 2011 to April 2013*

Zenith Resources, Vonage, Holmdel, NJ

- Design and develop audio and visual production of all Flash-based Vonage Customer Care YouTube training videos.

## **CONTRACT WEB/SCREEN PRINT DESIGNER**

*November 2010 to August 2012*

Reykhan, Brooklyn, NY

- Design and produce graphic deliverables for screen-print, apparel and the web.

## **ADJUNCT GRAPHICS APPLICATIONS INSTRUCTOR**

*June 2010 to November 2012*

Anthem Institute, North Brunswick, Parsippany NJ

- Trained clients in beginner through advanced levels of Adobe Creative Suite including: Illustrator, Photoshop, InDesign, Flash, Dreamweaver, and After Effects.

## **CONTRACT INSTRUCTOR GRAPHIC DESIGN**

*July 2009 to December 2010*

New Horizons Computer Learning Centers, New York, NY

- Trained students in beginner through advanced levels of Adobe graphics applications, specifically, Adobe Illustrator, Photoshop, InDesign, Flash, Dreamweaver, and After Effects.
- Clients serviced included the United Nations, Time Warner and Conde Nast Publishing.

## **CONTRACT GRAPHIC DESIGNER**

*October 2007 to April 2008*

Lincoln Educational Service Marketing, West Orange, NJ

- Design and produce all marketing related materials in support of the Lincoln brands, specifically Lincoln Technical Institute, Lincoln College of Technology, Lincoln College Online, Nashville Auto-Diesel College, Southwestern College, Euphoria Institute of Beauty Arts and Sciences, Florida Culinary and The Center for Culinary Arts.
- Monitored freelance design staff.

## **CONTRACT ART DIRECTOR/DESIGNER AND SOLE PROPRIETOR**

*July 2001 to present*

*Wrsdesign, North Plainfield, NJ*

Designed and produced brand identity, packaging graphics, advertising and promotional materials, business systems, web design, apparel, and gift collateral.

## **ASSOCIATE GRAPHIC DESIGNER**

*July 1998 to November 2011*

*The Color Craftsman, North Hampton, NH*

- Acted as Art Director/Designer, managing print brokering, color proofing, brochure, general graphic design and production support for new business as well as Color Craftsman accounts, such as Tyco, Timberland and Wheelabrator.

## **PUBLISHED REVIEWS**

*"The Digital Canvas," Layers, The How-To Magazine (2005).*

*"Designer expands creative business," Courier, News Business Section (2004).*

*"The Art of Adaptation," Impressions Magazine, Honorable Mention Section (2002).*

*"The Digital Canvas," Mac Design Magazine (2002).*

*"51 Great businesses The Sequel," Impressions Magazine (1993).*

*"Trade Marks 11," The Annual of Trade Mark Design, (1989).*

Bill Sweeney is an experienced Graphic Designer, adjunct instructor in Graphic Design for Independence University and also works with The Wall School of Art in their Media lab graphics programs.

With over 40 years' of experience as a professional Graphic Designer /Illustrator, and his 10+ years of instructional experience in Graphic design principles and applications, Bill is forever dedicated to achieving the finest product, whether it is a graphic production or a student training module.

Bill's committed to helping his students make the most of their talents by offering patient personal mentoring, a YouTube site where he produces mini-training Camtasia videos that help support student learning, and a WordPress blog that demonstrates a willing personal commitment towards his students learning goals.

Some of the courses Bill has taught include but are not limited to:

- Web graphics and design
- Color and Production
- Adobe Applications:
  - Illustrator beginner through advanced
  - Photoshop beginner through advanced
  - Adobe Flash
  - Adobe Dreamweaver
- HTML and CSS
- Portfolio

Bill is a graduate of the Cooper Union for Science and Art where he attended on a full academic scholarship, received his BFA and then completed nearly 2 years of Graduate study at Montclair University, where he concentrated on education.

Here is the link to Bills teaching YouTube page at:

<https://www.youtube.com/channel/UCMYDyO-u720yXvX9g8MMMyVg/videos>

In addition this is the link to Bills WordPress Blog site at:

<https://wrscreate.wordpress.com/>

and finally here is his website:

<http://wrsdesign.com>