

WILL HOBBS

Art Director
Illustrator
Thinker

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EXPERIENCE

ART DIRECTOR: WUNDERMAN CHICAGO

2012 - Present

- Conceive and develop national and regional marketing campaigns, crafting a consumer journey through activation events and experiences, mobile/social apps, and various print for major food and beverage, retail, and entertainment/technology brands.
- Pitch concepts and integrated campaigns, foster client relationship and trust, grow business within main account.
- Direct photo shoots, develop branding and brand guidelines for seasonal marketing drives and trade events, and mentor junior staff on best practices and software packages.

Clients: Xbox, Microsoft, Outback Steakhouse/Bloomin' Brands, Chevron/Texaco, Goodyear, Coors, AARP

ART DIRECTOR: RPM ADVERTISING

2007 - 2012

- Collaborate with team for strategic rebranding of major casino chains.
- Deliver captivating logo designs, collateral materials, direct mail, and signage for promotional events and offers—lead image updates and new designs to add value to property perceptions.
- Storyboard and art direct commercials for television spots.

Clients: Fitz/Fitzgerald's/Majestic Star Casinos, Hollywood Casinos Gila River Casino

SENIOR DESIGNER/PROJECT COORDINATOR: SIGNS BY TOMORROW, BLOOMINGDALE

2002 - 2007

- Create signage, logos, and collateral for local businesses and trade expos.
- Consult with customers about project timelines, design concepts and final deliverables, direct and execute fabrication and shipment/fulfillment of projects, delegate work to junior designers and lead through completion.
- Research and propose software and hardware updates and support for design department and perform basic maintenance and operation of large-format printers and vinyl plotters.

Clients: Merchandise Mart, Gameworks, Harrah's Casinos

GRAPHIC DESIGNER: AMS DIRECT

2001-2002

MARKETING/PROPOSAL SPECIALIST: SERVICEMASTER MANAGEMENT SERVICES (NOW ARAMARK)

1999-2001

ILLUSTRATOR II: MULTI-AD SERVICES, INC.

1998-1999

OTHER EXPERIENCE

FREELANCE GRAPHIC DESIGN:

A Stars Limo
BrightStar Care
MarketSense

FREELANCE ILLUSTRATION:

Abundance Bound
BPM & Vapors Magazines
Geek Monthly
Heinemann Library
Hexanine

FREELANCE WEB DESIGN:

Chef Aram Reed
J. Manning and Associates
Morgan Street Cafe

PRO-BONO SERVICES:

CGHA
Chicago Public Schools
Girls Rock: Chicago
Kenneth Young Center: Schaumburg
United States Secret Service/NYPD

SKILLS

Traditional Graphic and Fine Art Skills

Strategic Concepting

Presentation Delivery

Leadership/Mentorship

Software

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Microsoft PowerPoint
Microsoft Word

Basic knowledge of HTML and CSS

EDUCATION

BACHELOR OF FINE ARTS:

Cum Laude, May 1998

Western Illinois University, Macomb, IL

Major: Ad Design • **Minor:** Illustration