

William Byrd Harding

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PROFILE

Will is an award-winning interactive designer (including a 2011 DC Addy) who is passionate about using emerging technologies to create dynamic and compelling user experiences. With more than six years designing and implementing web and new media projects, Will applies his knowledge of web best practices and trends to achieve client goals. With an in-depth knowledge of web development, Will has extensive experience working closely with developers to create applications and implement content management systems, particularly in the open-source arena. Will has enjoyed working with such clients as including BT (formerly British Telecom), CharityCall, Fulbright Association, National Public Radio, Rolls-Royce (LSE: RRL), Prime Policy Group, Sapling Pictures, TRC (NYSE: TRR), and Watson Wyatt (NYSE: WW) among others.

Highly collaborative, Will enjoys working in a team environment, both internally and with clients, and believes this partnership leads to the creation of optimal creative visions. Will thrives off of creative energy and throws out all the stops to make clients thrilled about the work he creates.

EDUCATION

SYRACUSE UNIVERSITY

Bachelor of Fine Arts, Computer Graphics
2003

ADDITIONAL COURSE WORK

Typography Design

Corcoran School of Art and Design

HTML and CSS Development

Graduate School, USDA

PROFICIENCIES

Adobe Photoshop CS4, Adobe Illustrator CS4, Adobe InDesign CS4, Adobe Flash CS4, HTML, CSS, Adobe ImageReady, Adobe Dreamweaver CS4, Microsoft Office Suite

EMPLOYMENT

RIPPLE COMMUNICATIONS

Director, Interactive Media | February 2010 - Present

Leads interactive projects from conceptualization to launch, including discovery and user requirements, information architecture development, user experience creation, design, development, and testing. With web best practices in mind, designs websites that support clients' communications objectives and offer flexibility and scalability. Delivers compelling designs through branding and strategic marketing initiatives and campaigns, while maintaining brand integrity across communications channels. Utilizes background in front end and Flash development. Collaborates with, and directs, web development teams and is experienced designing for and using emerging technologies, such as Drupal and other open-source solutions. Contributes to, and often leads, prospective client meetings, strategy meetings, and client training seminars

BYRDHAUS DESIGN

Creative Director and Owner | October 2008 - Present

Provides marketing solutions for a variety of clients, ranging from small business owners to larger design agencies with a focus on identity systems, interactive and e-communications. Consults on communications initiatives and general marketing strategy. Manages third-party vendors including web developers, copywriters, photographers, illustrators and freelance designers.

SIGHTLINE MARKETING

Multimedia Manager | August 2005 - October 2008

Collaborated with senior management, account managers and clients to create, develop, and execute high-end websites (Flash and HTML), e-communications campaigns, new media advertisements, and Flash video. Created design solutions for print projects such as event collateral materials, corporate collateral, identity systems, newsletters, invitations and advertisements. Demonstrated strong communication and presentation skills that resulted in lasting relationships with clients and colleagues. Participated in developing strategic plans that meet clients' business challenges and serve as the basis for design. Assisted VP of Creative Services with new business development, client strategy meetings, creating production schedules and performing account management tasks. Effectively communicated with, and managed, third-party vendors such as, web-developers, copy writers, photographers, illustrators and freelance designers. Designed and produced website, promotional materials and other internal work for Sightline Marketing.

MTV NETWORKS (NY, NY)

On Air Graphics Design Intern | Summer 2002

Worked with full-time designers by finding reference material and created graphics for final pieces that were shown on network.

FREESTYLE COLLECTIVE/GUAVA (NY, NY)

Production Intern | Summer 2002

Worked directly with head producer and Director of Business Development. Helped the company compile and package their reel.