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## experience

**Bill Reilly Design, L.L.C.**  
**Independent Art Director/Designer**

October 2007 – Present  
Freelance graphic design business providing brand enhancing design solutions to integrate seamlessly within client's marketing strategies.  
Clients: Avery Dennison, Cutter & Buck, REI, Robinson Oil Corporation, Watchguard Technologies, and Wood Smith Henning & Berman.

**Cutter & Buck**  
**Contract Senior Designer**

April 2011 – Present  
Design and produce branded print and interactive materials to include: annual 100+ page clothing catalog, four semi-annual workbooks, sales flyers, web site, email templates, and banner ads.

**WatchGuard Technologies, Inc.**  
**Contract Design Consultant**

August 2008 – April 2012  
Designed and produced a variety of marketing collateral to support domestic and international sales/marketing teams. Projects included print ads, trade show booth graphics, brochures, packaging, product graphics, signage, email templates, web graphics, web banner ads, and retouching.

**HL2 (Formerly Horton, Lantz & Low)**  
**Senior Designer**

October 2005 – September 2007  
Managed the creative process from concept to completion on national print advertising, local newspaper advertising, brochures, photography, rack cards, and various collateral for Suncadia and Vail Resorts. Also designed packaging and point of purchase displays for other agency clients.  
Clients: Vail Resorts, Suncadia, Seattle's Best Coffee, Microsoft, and Corbis Images.

**RPA**  
**Art Director**

September 1999 – April 2005  
Designed automotive brochures, launch-kits, DVD packaging, interactive screens, posters, in-dealership point of purchase panels, and flyers. Managed projects from concept through to completion, presented work to clients, art directed photographers/illustrators, and attended press checks.  
Clients: Acura Automobiles, American Honda Motor Corporation

**Renie Design/Allydog Art**  
**Production Artist/Designer**

July 1997 – September 1999  
Built electronic production files for VHS and DVD packaging, sell sheets, style guides, and DVD menu screens for entertainment industry.  
Clients: MGM Home Entertainment, Columbia TriStar Home Video, and Fox Home Entertainment

**RPA**  
**Traffic Manager**

April 1995 – July 1997  
Developed schedules and tracked budgets to accommodate concepting, design, photo shoots, and approvals in order to meet deadlines for print ads, brochures and sales training materials. Created estimates and generated weekly status reports for all active projects. Maintained and updated budgets and schedules constantly.  
Clients: Honda, Kubota Tractors, Los Angeles Kings, American Century

## skills

Advanced knowledge on Mac platform: InDesign, Photoshop, Illustrator, QuarkXpress, and Bridge. Intermediate knowledge: Dreamweaver.

## education

University of San Diego • B.B.A. Business Administration & Marketing • 1989  
University of Pittsburgh • Semester at Sea, Global Educational Tour • 1988  
The Bookshop • Advertising Concepting Courses • 1998–1999

Please view my portfolio at [www.billreillydesign.com](http://www.billreillydesign.com) or view my profile on [LinkedIn](#).