

## Bill Buckley (William)

Most recent title:

### **Self-Employed Graphic Artist (current)** **Senior Graphic Designer at Taylor & Francis Group (2016)**

Location:	Status:	Seeking:	Availability:	Contact:
<b>Boca Raton, FL</b>	<b>Self-Employed</b>	<b>F/T, P/T, or Contract</b>	<b>February 2023</b>	<b>bill@wgbuckleyart.com</b> <b>561-445-3770</b>

Portfolio available online at: <http://wgbuckley.com/portfolio/>

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## Summary

Versatile **Graphic Designer / Digital Artist** with 28 years of work experience primarily in marketing print design for book publishers and real estate ad agencies. Currently expanding my digital painting, illustration, and CAD/CAM design skills.

- Strong work ethic focused on high-quality, efficient, clean design — both visual and "behind the scene".
- Able to manage high-volume workflows while developing methods to improve efficiency and accuracy.
- Loyal and helpful to co-workers and management, often beyond job description.
- Workplace experience includes in-house, agency, and freelance environments.

**Self-taught in popular Mac-platform graphic design software**, and able to learn new software quickly.

- Daily use: Adobe PhotoShop and Illustrator.
- Intermittent use: Adobe InDesign, QuarkXPress, Premiere Pro, and Dreamweaver.
- Support: Word, Excel, Acrobat, font management, and FTP uploaders.
- Have used many ancillary applications related to design, video, audio, and Mac maintenance/repair.

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## What I'm Looking For

In my current role as a self-employed Graphic Designer and Digital Artist, I am highly versatile in the types of projects I take on. Marine art, t-shirt design, and creative boat names have been the recent icing on the cake of a long career of professional direct marketing, brochure, and catalog design. Be it a web banner ad or a 500-page product catalog, the scale of a project does not intimidate me.

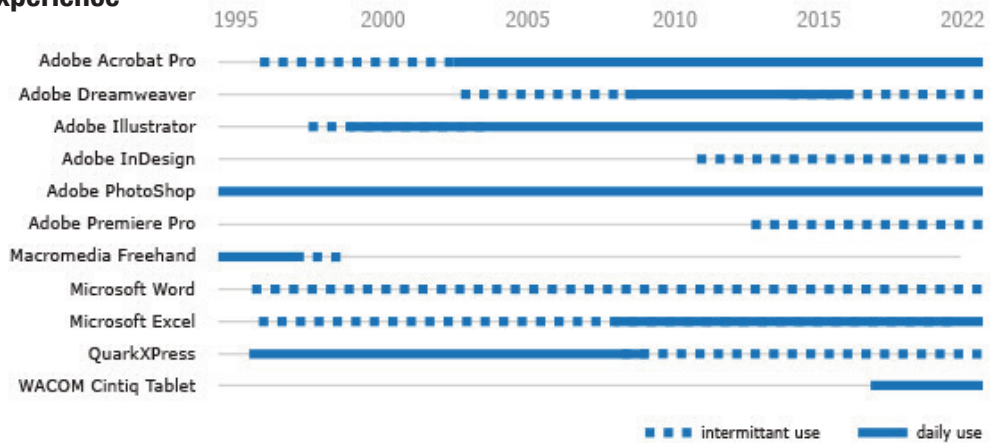
My preferred position would be as part of an in-house team that creates media FOR the company's products (marketing), or AS the company's product (publications, apparel art). I excel when the client is the company I work for.

Although I am primarily a static print and digital designer, opportunities that involve video editing, laser engraving, or CNC milling are welcome. My ability to quickly learn new software and design theories are key to adapting to projects related to graphic design.

**Primary Software Knowledge and Experience**

Designing exclusively on Macs since 1995, I have taught myself how to use every software application that was required. Starting with Freehand and PhotoShop to build newspaper ads, I then learned QuarkXPress and Illustrator upon moving to a book publisher's marketing department. As the company shifted to e-marketing, Dreamweaver became my daily tool for HTML email design.

Along the way, I've also gained significant experience with the Mac OS; secondary applications like Word, Excel, and Acrobat; and numerous ancillary apps that improve workflow.



*Other applications that I am familiar with include:*  
 FTP uploaders, font management, GarageBand, Audacity, Handbrake, and many of Adobe's CC offerings.

**Interests and Other Skills**

**Offshore Fishing - Advanced**

I've been fishing since I was 4 years old. I've had above average success catching mahi, wahoo, snapper, and other pelagic species off Southeast Florida. For the past 14 years I've focused on less common types of offshore fishing: Deep-Dropping and Swordfishing. Both require specialized tackle and techniques, and the fish are much more challenging to find and catch.

**Boating - Advanced**

I grew up on and around yachts and outboard boats. I traveled the Eastern seaboard from South Florida to Maine many times with my father aboard a 56ft Hatteras. In 2005, I purchased my own center console boat. Within a few years, I had spent time on a dozen others: day and night fishing locally; weekends in the Bahamas; multi-day fishing trips in the Florida Keys; and multi-week adventures throughout the Bahamas. I'm comfortable on the water and have experience operating vessels up to 34ft in various sea conditions.

**Mechanic - Intermediate**

I was a LEGO kid that turned into a successful R/C car builder and racer in my early teens. As an adult I can fix, upgrade, or modify just about anything that I have the proper tools for — auto, boat, and home. If possible, I usually opt for the Do-It-Yourself method, even if it's something I've never done before.

**Engineering & Fabrication - Amateur**

I enjoy designing and building things. Part of that process involves planning projects on computer. I regularly use my skill with Adobe Illustrator to create 2D scale plans to test fitment and refine design before moving ahead with building the item in my home workshop.

**Laser Engraving - Advanced**

In 2019, I purchase a 40-watt CO2 Laser Engraver. I have primarily used it to engrave acrylic panels for edge-lit LED lights, custom made for customers. It's been a lot of fun, and combines my interests in technical illustration, engineering, and craftsmanship.

**CNC Milling - Amateur**

I recently added a CNC router to my workshop for making various items out of wood, plastics, and acrylic. The ability to bring things I design on computer to life as physical objects is immensely satisfying.

**Videography and Video Editing - Amateur**

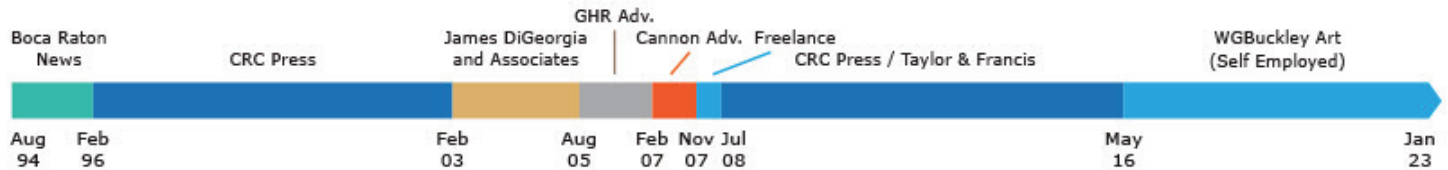
I've been capturing fishing and boating video since 2010. I really enjoy being able to film the action so others can share the memories. The downside of having a knack for videography is that I'm almost always the one behind the camera, and the fish I catch are rarely on video.

Combining any of these interests with my design career would be ideal for me.

## Employment History

After graduating with high marks from the Art Institute of Fort Lauderdale, I began my graphic design career at the Boca Raton News in November 1994. Moving to CRC Press in 1996, I gained a wealth of experience and the title of Senior Designer before I left in 2003.

The next 5 years earned me experience at a subscription publisher and two advertising agencies. Then in 2008, I rejoined the design team that I helped to build at CRC Press (now Taylor & Francis Group) for 7-1/2 more highly productive years. Company down-sizing encouraged me to self-employ in 2016.



### Freelance Graphic Designer

**WGBuckley Art**, Boca Raton, FL

May 2016 — Present

Self-employed graphic designer / digital artist.

- *Fishing tournament promotional materials, t-shirt art, boat names, space ads, logos, corporate identity packages, storefront signage, flyers, brochures, convention booth displays, image editing, sport fish art, technical illustration, and laser-engraved acrylic products.*

### Senior Graphic Designer & Lead HTML Email Designer

**CRC Press, Taylor & Francis Group**, Boca Raton, FL

July 2008 (part-time), October 2008 (full-time) — May 2016

Lead designer for CRC Press's HTML email marketing program, which is part of an in-house design group that creates marketing materials for the company's products.

- *HTML email design: Design/code, coordinate, oversee, quality control, and inspection of over 2,700 designed emails per year produced by the design group.*
- *Other design: Online ads, brochures, flyers, posters, space ads, and convention materials.*

### Freelance Graphic Designer

**Uncle Buck Graphic Arts**, Boca Raton, FL

June 2008 — May 2016

Self-employed graphic designer.

- *Fishing tournament brochures and promotional materials, t-shirts, boat names, DVD covers, space ads, direct mail, logos, corporate identity packages, storefront signage, newsletters, brochures, convention booth displays, product photography, image editing, sport fish art, and technical illustration.*

### Art Director

**Cannon Advertising**, Boca Raton, FL

February 2008 — June 2008

Designed print and online marketing materials for the agency's clients.

- *Newspaper and magazine ads, direct mail, brochures, residential and commercial floorplan and siteplan rendering, posters, banners, billboards, photo editing, website design, community signage, and community logo branding and stationery packages.*

### Art Director

**GHR Advertising**, Deerfield Beach, FL

August 2005 — February 2008

Designed a range of marketing materials for the agency's clients, which consisted primarily of real estate developers.

- *Newspaper and magazine ads, direct mail, brochures, residential and commercial floorplan and siteplan rendering, posters, banners, billboards, photo editing, website design, community signage, and community logo branding and stationery packages.*

### Senior Graphic Designer

**James DiGeorgia & Associates**, Boca Raton, FL

February 2003 — August 2005

Part of an in-house design group that created subscription periodical products and marketing materials for the company's products.

- *Periodical product design, package design, direct mail campaigns, newsletters, magalogs, space ads, and rare currency photography.*

### Senior Graphic Designer

**CRC Press**, Boca Raton, FL

February 1996 — February 2003

Part of an in-house design group that created marketing materials for the company's products.

- *Catalogs, brochures, flyers, posters, space ads, and convention materials.*

### Graphic Designer

**Boca Raton News**, Boca Raton, FL

November 1994 — February 1996

Space ad production designer and newspaper page paste-up artist.