

Willie M. Honig

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OBJECTIVE

To build a career that will allow me to apply my unique technical and personal skills in an environment where they may be realized to their fullest potential.

EMPLOYMENT

2004-present

Pacific Publishing & Communications Inc., *Santa Cruz*

- ▶ **LEAD DESIGNER:** Director of design for 6 Graphic & Web Designers in a fast paced communications agency. Tasks including: Art direction & development of style guides for projects and publications spanning web, print & motion mediums; Project assignments for design team members based on personal assessments of their design strengths; Training of new designers; Consultations with current & prospective clients; Development of web-based versions of existing print publications.

2003-04

Pacific Publishing Communications Inc., *Santa Cruz*

- ▶ **DESIGNER:** Working under tight deadlines on marketing & magazine production as a member of the in-house design staff. Marketing projects including corporate identity creation, print advertising, trifold brochures, event posters, etc. Magazine production responsibilities centered around layout, color correction & design for publications including: Capitola Magazine, SC Dining Guide, SC Business Directory, Coastal Homes, Coastal Estates, SC Visitors Guide, Premiere Homes Tahoe.

2002

Expertcity Inc. (now CitrixOnline) *Santa Barbara*

- ▶ **JR. GRAPHIC AND WEB DESIGNER:** working on an extremely diverse range of projects throughout the entire spectrum of the creative development process. Print work including: magazine advertisements, direct mail pieces, trade show backdrops, etc. Web work including: marketing landing pages, HTML emails, HTML newsletters, webinar presentations, intranet information architecture, etc.

2000

Santa Cruz County Sentinel

- ▶ **Reporting Intern** in local news and sports departments leading to multiple published articles, including special features pieces.

1996-99

Santa Cruz Yacht Harbor

- First Mate on water taxi vessel, escorting passengers from their yachts.
- Head of launch ramp with responsibilities including organization of parking layout, traffic flow and collection of fees.

EDUCATION

2002

University of California, Santa Barbara Extension

- ▶ **Graphic Design and Digital Communication Level I Professional Certificate.**

1998-01

University of California, Santa Barbara

- ▶ **Bachelor of Arts Degree:** History. *Emphasis: American West*

1993-97

Aptos High School

Diploma. *Scholar Athlete, Founding member of Surf Team + Interact Club*

QUALIFICATIONS

- ▶ **Exceptionally strong cross-platform computer skills** with special emphasis in graphic and web development tools including:

- Adobe: Photoshop, Illustrator, Image Ready, InDesign, & QuarkXpress
- Macromedia: Dreamweaver, Flash, FreeHand

- ▶ **Non - WYSIWYG Web design talents** derived from university level computer science classes in HTML/UNIX, as well as professional web development.

- ▶ **Well honed writing skills** perfected through legitimate experience in the journalism industry creating copy for print at a newspaper with 25,000+ circulation, and the completion of a writing intensive major

- ▶ **Creative initiative** gained from working with marketing clients on a one-on-one basis brainstorming ideas to bring their ideas from rough concept to refined final product.