WILLIAM MOSCHELL

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Hello, I'm Bill.

I am a passionate, user-centered creative professional with success adapting to multiple design disciplines, including visual design, brand design, and graphic design. Recognized for bridging the gap between graphic design and UX design, experienced in building trusted rapport with cross-functional teams and stakeholders to craft solutions through a spirit of collaboration.

TECHNICAL SKILLS
Adobe XD
Figma
Sketch
InDesign
Illustrator
Photoshop

PROFICIENT SKILLS
Adobe Premiere
Adobe After Effects

DESIGN SKILLS
Problem Solving
Design Thinking
Visual Design
UI Patterns
Research
Empathy
Wireframing
Simplification
Prototyping
Testing
Creativity
Art Direction
Graphic Design
UI/UX
Typography
Color theory
Brand Identity
Layout
Concept Development
Information Architecture
Iteration
Project Management

Career Experience

Freelance Visual Designer | Self-employed, Honolulu, HI   2020 to Present
Delivered high-quality visual design services to a diverse range of clients across Hawaii, Oregon, and Colorado. Applied a mastery of typography, layout, and color while collaborating with multiple stakeholders for various projects, including website designs, digital assets, and email templates.

- Implemented rebranding, including website design, communications, marketing materials, and print and digital assets for Bergeman Group.
- Created marketing kit in collaboration with an interdisciplinary team at Aqua-Aston comprising of 4 island-specific brochures, landing pages, 19 property brochures, direct mail campaigns, email templates, and digital assets.

Visual Designer | Maris Agency, Inc., OR / Honolulu, HI   2007 to 2020
Collaborated with the creative director to conceptualize and develop engaging marketing campaigns, branding strategies, environments, and customized digital solutions aligned with user needs and client priorities.

- Designed user interface for VIGOR's website, which included visual design, mock-ups, hi-fi prototyping, iterations.
- Crafted VIGOR's branding system, encompassing logo, brand standards, stationery, slide decks, website, digital ads, print ads, brochures, inserts, one-sheets, event graphics, large-scale banners, and marketing materials.

ADDITIONAL EXPERIENCE:

Brand Designer at Soffer Adkins, Fort Lauderdale, FL
Graphic Designer at The Strausberg Group, Los Angeles, CA

Education & Credentials

UX Design Professional Certificate | Google   2022
UI / UX Design Specialization Certificate | California Institute of The Arts   2022
Bachelor of Fine Arts w/ Graphic Design Option | University Of Wisconsin Madison