



WILLIAM W. PLUMMER JR. 917.974.9891
will@wp-nyc.com 85 Devoe Street, 4a Brooklyn, NY 11211
www.wp-nyc.com

SENIOR DESIGNER DOTmed New York 2011–March 2012

Design and coordinate all company publications and marketing materials for print and web.

ADJUNCT INSTRUCTOR New York University New York 2010–Present

Structure, create lesson plans and teach Photoshop and Color Systems.

FREELANCE AD & GRAPHIC DESIGNER New York 2002–Present & Boston, MA 1998-2002

- **Kangol Headwear** New York, NY 4.2009–Present Designed, templated and layed-out Lookbooks, eVites & Ads
- **BMI** New York, NY 12.2006–January 2010 Conceptualized & designed Posters, Postcards, eCards, Print Ads
- **Ann Taylor** New York, NY 6.2008–11.2008 Conceptualized & designed In-store Signage, Banners, Direct Mail, Posters, Postcards, eMail Blasts
- **CDM Publishing: Tu Salud, POZ & Real Health Magazines**, New York, NY 6.2007–1.2008
Tu Salud Magazine: Conceptualized & designed the entire magazine; typography, color palette, & template.
Directed photo- shoots, commissioned illustrations, photo selection **POZ & Real Health Magazines:** Page layout, photo selection, spot illustrations
- **MercuryLab • Tonic • The Antiquer Magazine • Prentice Hall • Banta Integrated Media
Tufts University Office of Publications • Houghton Mifflin • Harvard University Business
School Publishing • Pearson Custom Publishing • O'Reilly & Associates • Etcetera...**

GRAPHIC ARTIST Ziff Davis Media: PC Magazine, New York, NY 5.2004–2.2005 Conceptualized and created information graphics and spot illustrations for the magazine. Layed-out pages.

PRODUCTION ARTIST Benchmark Productions, New York, NY 4.1999–1.2000

Print production, layout, typesetting and prepress of text books. Created spot illustrations/information graphics.

ELECTRONIC PRODUCTION ARTIST Cambridge Publications, New York, NY 10.1998–4.1999

Website creation and production. Software testing.

SKILLS Adobe CS5, M.S. Office, QuarkXPress , HTML

RELEVANT EDUCATION

- The Pratt Institute, New York, NY (One semester only) **Graduate Communications Design**
- University of Massachusetts, Amherst, MA **Bachelor of Arts, English**
- Goddard College, Plainfield, VT
- **Flash I** Fashion Institute of Technology • **Corporate Identity** School of Visual Arts • **Typography** School of the Museum of Fine Arts • **Branding Intensive** Art Institute of Boston • **Color Theory** Sessions.edu • **Design Unplugged** Art Institute of Boston • **Graphic Design I** Massachusetts College of Art • **Graphic Design II** Massachusetts College of Art