



## **WILLIAM W. PLUMMER JR.**

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

### **RELEVANT WORK EXPERIENCE:**

- **Kangol Headwear**, New York, NY, 4.2009–Present  
**Freelance Graphic Designer:** Design and layout Look Books and Marketing materials
- **BMI**, New York, NY, 12.2006–Present  
**Freelance Graphic Designer:** Conceptualize & Design posters, postcards, eCards, & print advertisements
- **Ann Taylor**, New York, NY, 6.2008–11.2008  
**Freelance Graphic Designer:** Conceptualized & Designed in-store signage, banners, direct mail, posters, postcards, eMail blasts
- **POZ & Real Health Magazines**, New York, NY, 6.2007–1.2008  
**Freelance Graphic Designer:** Page layout, photo selection, illustrations
- **Tu Salud Magazine**, New York, NY, 9.2007–12.2007  
**Freelance Art Director:** Conceptualized & Designed the entire magazine; typography, color palette, template, directed photo shoots, commissioned illustrations, photo selection
- **MercuryLab, Dumbo**, NY, 5.2007–9.2007  
**Freelance Graphic Designer:** Designed visual identity systems; logos, business cards, stationery, websites
- **New York, NY & Boston, MA**, 6.1998–Present  
**Freelance Visual Communications Designer, Art Director, Graphic Designer:** Time, Inc. | Redken Jasper Design | Hearst Publications | The Antiquer Magazine | Toniq | Draft Worldwide | Rapp Collins Worldwide | Ziff Davis Media | HNW Inc. | Sony Music | McGraw-Hill | Prentice Hall | Banta Integrated Media | Tufts University Office of Publications | Houghton Mifflin | Bayer Diagnostics | Harvard University Business School Publishing | Staples | Pearson Custom Publishing | O'Reilly & Associates | M.I.T. | Benchmark Productions | Cambridge Publications | Scudder, Stevens & Clark

### **EXTENSIVE EXPERIENCE:**

**InDesign | QuarkXPress | Illustrator | Photoshop | Acrobat | Keynote | Dreamweaver | Flash | Etc...**

### **RELEVANT EDUCATION:**

- **M.S. Program, Graduate Communications & Packaging Design:** The Pratt Institute  
New York, NY, 9.2006–12.2006
- **Bachelor of Arts, English:** University of Massachusetts, Amherst, MA, 9.1990–5.1993  
Goddard College, Plainfield, VT, 9.1989–5.1990
- **Flash I:** Fashion Institute of Technology, New York, NY, Fall 2009
- **Corporate Identity:** School of Visual Arts, New York, NY, Fall 2002
- **Typography:** School of the Museum of Fine Arts, Boston, MA, Spring 2002
- **Branding Intensive:** Art Institute of Boston, Boston, MA, 10.2001
- **Color Theory:** Sessions.edu, 7.2000
- **Graphic Design Unplugged:** Art Institute of Boston, Boston, MA, 6.2000
- **Graphic Design II:** Massachusetts College of Art, Boston, MA, Spring 2000
- **Graphic Design I:** Massachusetts College of Art, Boston, MA, Spring 1999