

WILLIAM PEIRCE

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PROFICIENCY LEVELS

SOFT SKILLS

- Leadership
- Communication
- Writing

DEV SKILLS

- JavaScript ES6
- React & Redux
- CSS 3
- HTML 5
- JQuery
- Bootstrap 3 & 4
- Sass
- Git
- WordPress
- Mocha, Chai & Enzyme

DESIGN SKILLS

- Photoshop
- Illustrator
- InDesign
- Acrobat Pro

CERTIFICATIONS

- Albany Can Code
- Front-End Web Design
- Currently Enrolled in the JavaScript & React Course

OVERVIEW

For over twenty years I've been a self-starting art director/graphic designer expected to produce high-quality creative output under tight deadlines. My goal is to become a full stack web developer specializing in **JavaScript**, **React** and **NodeJS**.

EXPERIENCE

2003 - 2018

ART DIRECTOR, Canyon Design Group canyondesigngroup.com

- Concepted and designed:
 - Key art
 - Packaging
 - Digital media
 - Trade and consumer advertising
 - PowerPoint presentations
 - Trade show graphics
- Provided direction to junior designers, production artists, illustrators and photographers.
- Managed jobs, communicated with clients and made presentations.
- Helped the agency grow from a small but versatile team of four to a major player with over 50 employees in the highly competitive field of entertainment advertising.
- Clients included HBO, CBS, FOX, Amazon Prime, Netflix, Hulu, NSS Labs and more.
- Notable projects include:
 - The Walking Dead season one key art
 - My Fair Lady 50th Anniversary Special Collector's Edition packaging
 - NSS Labs 2013 brand awareness campaign

1999 - 2002

SENIOR DESIGNER, DuPuis dupuisgroup.com

- Concepted and designed:
 - Branding and packaging
 - Corporate identities
 - Advertising
 - Restaurant interiors
- Directed production artists, illustrators and photographers.
- Managed jobs, communicated with clients and made presentations.
- Clients included Keebler, Kellogg, and VTech among others.
- Notable projects include:
 - 2001 Pop-Tarts branding & packaging refresh which lives on to this day
 - 2000 Zesta Crackers branding & packaging refresh

EDUCATION

1993

BS, GRAPHIC DESIGN, College of Saint Rose Albany, NY

