

# William Goff

## Graphic Designer

### CONTACT

graphicsbygoff.com

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### EDUCATION

University of Illinois at Urbana Champaign

BA in Political Science — May 2016

GPA: 3.34

### SKILLS

Creative writing

Illustration

Photoshop, Illustrator, InDesign

Print and editorial design

Public speaking

Research / Research writing

### INVOLVEMENTS

Alpha Phi Alpha Fraternity, Inc.

Tau Chapter at the University of Illinois

Camp Leader and Intern at YMCA

Metro Chicago

Support Staff at UIUC's Bruce D. Nesbitt

African American Cultural Center

Researcher for ROMP Local through the  
University of Illinois Bretl Research Group

Researcher for the 5th and Hill Neighborhood  
Rights Campaign — Action Research Illinois

Designer for CodeMojj — an education  
technology startup featured in Built in Chicago

### AWARDS

University of Illinois YMCA's Recipient of the  
Fred S. Bailey Leadership Award

Illinois Capitol Scholars Award Recipient

### EXPERIENCE

#### Institution Builders Inc.

May 2017 - present

##### Graphic Designer

Built customized research reports for client-partners such as the City of Champaign. Created and managed the marketing assets and online content for the corporate website — with a focus on user experience. Maintained brand standards to ensure consistency of visuals and copywriting.

#### TBWA WorldHealth

May - November 2016

##### Associate Graphic Designer • Intern

Assisted with the art-direction and creation of print and digital pieces. Engineered and presented a social media strategy that would use long-form content to position TBWAWorldHealth as a thought-leader in the pharmaceutical industry.

#### GRAPHICSBYGOFF LLC

##### Owner • Graphic Designer

November 2017-present

Developed creative briefs, market research, and independent contractor agreements for creative partners and clients. Collaborated with non-profits, Fortune 500 companies, small businesses, and celebrity musicians to produce branding materials, print pieces, and digital designs.

#### Neutral Design Studio

##### Graphic Designer

September 2015 - May 2016

Designed banner advertisements, fliers, and illustrations for small businesses around Champaign and Urbana. Invented a checkout system and branding collateral to facilitate student apparel orders for a partnership with Weiskamp Screen Printing.

## **EXPERIENCE**

### **Illini Union Marketing Dept.**

September 2014 - May 2015

#### **Student Graphic Designer**

Created advertisements and fliers for print and social media platforms. Clients included Tech Zone, the I Hotel and Conference Center, Rec Room, Illini Union Board, Starbucks, and the Illini Union Bookstore.

### **Boys & Girls Club of Central Illinois**

December 2013 - August 2014

#### **Programming Associate • Media Intern**

Led a group of junior counselors in directing youth for structured activities and games during a ten-week summer camp and year-long, after school enrichment program. Wrote and executed a summer curriculum for K-1st graders. Created a video reel that highlighted the local organization's programs and values. Illustrated and composed the copywriting for a weekly summer camp newsletter.

### **Illinois House of Representatives**

January - May 2014

#### **Intern for Representative Naomi Jakobsson**

Responded to constituent concerns in regards to pending state legislation; wrote bi-monthly newsletters (using MailChimp), content for Facebook, and other external facing materials for the 103rd constituency; researched legislation and reported information to district administrators; served on the review committee for the Annual Jakobsson Scholarship.