



PAUL J. WILLARD

DESIGNER // PHOTOGRAPHER // OPTIMIST

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EDUCATION

MASTER OF SCIENCE

College Student Affairs
Eastern Illinois University / Charleston, Illinois

MAY 2008

BACHELOR OF ARTS

Graphic Design / Minors: Advertising & Marketing
Central Michigan University / Mount Pleasant, Michigan

MAY 2006

EXPERIENCE

GRAPHIC DESIGNER

Public Affairs and Marketing
Hope College / Holland, Michigan

JANUARY 2014 – PRESENT

- Conceptualize and fully design all printed and digital materials, meeting goals of the strategic plan of the client and the College (e.g. booklets, brochures, invitations, mailers, posters, postcards, screen images, digital graphics and apparel)
- Bid projects to local printers and paper mills to develop high-impact materials
- Serve as creative director during on-campus photoshoots, for use in College marketing materials
- Monitor design trends both in and outside of higher education
- Work with campus partners to ensure proper usage of College logos, typefaces and colors, in keeping with brand standards
- Supervise, mentor and provide creative direction to student designers on print and digital projects
- Collaborate with a higher education consulting firm on a redesign of Admissions collateral
- Prepare printing, paper and folding specifications for internal and external projects; communicating adherence to project time lines
- Develop the brand identity of new on-campus eatery, Kletz Market, including logo, sign, labels and apparel
- Chair of the meal plan team within 'Envisioned Dining Futures' committee, tasked with developing and marketing new meal plans
- Facilitate sessions during Pro-Dev Day on branding, design and creativity

MARKETING SPECIALIST

Auxiliary Enterprises
Ferris State University / Big Rapids, Michigan

MAY 2012 – JANUARY 2014

- Designed all elements and wrote copy for all print, digital and social media marketing materials
- Photographed summer camps, student staff trainings and other campus programs for promotional materials
- Re-branded the Office of Housing & Residence Life for a new campaign titled "Move On. Live On. Stay On."
- Chaired the committee for implementing the Early Bird registration campaign, giving students incentives to stay on campus
- Attended all new student receptions and summer orientation with marketing and promotional material
- Conversed with new students and parents regarding on-campus living and meal plan options
- Worked in collaboration with University Advancement and Marketing to ensure proper branding of print and digital materials

LEADERSHIP

MEAL PLAN TEAM

NOVEMBER 2015–FEBRUARY 2017

Chair / Envisioned Dining Futures Committee
Hope College / Holland, Michigan

- Served as the coordinator of all meetings and agendas for the team, holding weekly standing meetings
- Curated questions in conjunction with the on-campus research center for student focus groups
- Researched and benchmarked Hope College's meal plans against similar and different institutions
- Developed meal plan recommendations based on focus group feedback and benchmark statistics
- Collaborated with public relations and communication classes, developing innovative options for student meal plans

EARLY BIRD CONTRACTING COMMITTEE

JANUARY 2013–DECEMBER 2013

Chair, Auxiliary Enterprises / Housing and Dining Services
Ferris State University / Big Rapids, Michigan

- Provided leadership of the committee, creating detailed time lines and holding members accountable for completing tasks
- Developed all promotional and marketing material for Early Bird Contracting for both students and parents
- Coordinated with Ferris State Athletics to host "Early Bird Celebration" night at a home basketball game

CONFERENCE HOST COMMITTEE

JULY–NOVEMBER 2012

Chair, Marketing and Conference Booklet Design
Great Lakes Association of College and University Housing Officers (GLACUHO)

- Designed a functional and vibrant conference book for the 40th anniversary of the GLACUHO Conference
- Solicited information from committees, program presenters and designed all elements of the piece
- Worked with local vendors to bid out the job and print the booklet

DESIGN PHILOSOPHY

Just because the space exists for something, doesn't mean it belongs there.

Design should be allowed to breathe, be elegant and intentional. In a parallel to life, design should be simple, well thought out and fun-filled. The end user will have an experience with design. It needs to be accessible and innovative, creative and grounded and bold and subtle.

PROFICIENT SKILLS AND KNOWLEDGE

InDesign	<div><div></div></div>
Illustrator	<div><div></div></div>
Photoshop	<div><div></div></div>
After Effects	<div><div></div></div>
Lightroom	<div><div></div></div>
Keynote	<div><div></div></div>

Word	<div><div></div></div>
Powerpoint	<div><div></div></div>
Excel	<div><div></div></div>
Wacom Tablet	<div><div></div></div>
Mac OSx	<div><div></div></div>
Windows	<div><div></div></div>