

## William Bassler

6477 Seaport Place  
Carlsbad, CA 92011

760.845.9235  
[william@designfuel.com](mailto:william@designfuel.com)

## S K I L L S

### Software

Adobe Creative Suite (CS4), Photoshop, Illustrator, Image Ready  
Hand Code HTML, CSS, Java Script  
Homesite, Dreamweaver, and working knowledge of CMS tools  
Flash – key framing animation and some Action Script  
Microsoft XP and Vista, MS Office, PowerPoint Decks

### Platforms

Web, Print, Cell Phone  
iPhone Applications – UX and graphic design

## E M P L O Y M E N T   E X P E R I E N C E

### Senior Visual Designer

Active Network, San Diego, CA - Nov 08 to Present.  
Responsible for the visual design of Active Network's latest RIA that enables an event director to create, manage, and monitor online registrations for major events. This includes visual design for many credit card processing pages, registry management, and a customizable homepage and dashboard.  
Using the latest RIA tools, like Flex, to build split window UX designs that let you see online event creation, registration, and cart changes in real time.

### Art Director

iMetrikus, Carlsbad, CA - Sep 05 to Nov 08  
Responsible for the UX and visual design of Personal Health Record Software, along with all creative marketing materials and campaigns – including brand management, corporate website design and updates, PowerPoint decks, advertising and print materials.

### Internet Consultant

CBS College Sports (formerly cstv.com), Carlsbad, CA - Jun 05 to Sep 05  
Designed Official Athletic websites for Notre Dame, Navy Sports, Auburn Tigers, Ohio Bobcats and Southern Miss. – responsible for creative briefs, UX, and web design.

### Art Director

AOL Time Warner, Irvine, CA - Mar 03 to Feb 05  
Responsible for the design and development of all (You've Got Pictures) products, including the website, promotions, online catalogs, and outside advertising. Other duties included working closely with AOL's marketing department concerning focus groups, market research, and brand development. Also created all the visual design, and flash animation, for the interactive My AOL Today screensaver – that delivered personalized news, stocks, weather and sports through AOL's client/server platform.

### Art Director

PointCast/EntryPoint/Infogate, San Diego, CA - Mar 00 to Mar 03  
Responsible for the design and development of interactive screensavers and news tickers, while managing 3 artists - for clients such as: CNN, USA TODAY, and L.A. Times.

**Internet Consultant**

Dataskill, San Diego, CA - Dec 98 to Mar 00

Responsible for the design, development, and updates of websites for various departments of the County of San Diego; Including the Board of Directors, CTN, COB, and the Grand Jury.

**Web Designer**

Internet Strategy, San Diego, CA - Mar 98 to Dec 98

Designed websites, performed sales demos, and assisted with project management. Clients included: FastWeb, First American Title Insurance, Credco, Inet, CCN, and McMillin Companies.

**Creative Director**

Classifind Network Inc., San Diego, CA - Oct 97 to Mar 98

Created and managed the production of websites that used the latest multimedia tools to display photos, audio, and video for online classifieds.

**Creative Director**

NetPlay, San Diego, CA - May 96 to Oct 97

Created game interface designs, and animation, for NetPlay's multi-player Internet games while managing a staff of three full-time artists.

**Graphics Producer**

NTN Communications, Carlsbad, CA - Sep 91 to May 96

Managed a staff of 6 artists to produce all of NTN's graphics: logo creation, animation, and UI design for interactive games and corporate training for platforms such as AOL, and NTN's own satellite network.

## E D U C A T I O N

Bachelor of Science Degree in Business - Major: Marketing - Minor: Art (Computer Graphics)  
California State University, Northridge

Advanced courses in HTML at Palomar College, January, 1997

Miller Freeman courses in: Color with Lynda Weinman, June, 1998

Completed Macromedia Flash MX 2004: Rich Media Design Course, March, 2004

## A C H I E V E M E N T S

Best of the Web 1999 - Third Place Award, Local Government Category

Member of the Advisory Council for Multimedia Training with Los Angeles County

Dean's List Scholar - 4 semesters at California State University, Northridge

Awarded Marketing Department Scholarship from California State University, Northridge

References and online portfolio will be furnished upon request

You can also view my public profile on [linkedin.com](http://linkedin.com)