

William Bassler

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S K I L L S

Software

Adobe Creative Suite (CS6) - Photoshop, Illustrator, Image Ready

Hand Code HTML, some CSS, and currently learning Bootstrap

Homesite, Dreamweaver, and working knowledge of CMS tools

Flash – key framing animation and some Action Script

MS Office, PowerPoint Decks

Axure – some wireframe prototyping

Platforms

MAC, PC, Web, iPhone, Google Play, Print

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 websites; beta.active.com, gearup.active.com, Custom HTML Emails, and ActiveWorks software design, along with iPhone apps such as Meet Mobile and the Active.com app. Working with UX designers and software engineers to produce the latest user centric web and mobile experiences. Many of the sites include dashboards, charts and graphs, product shots, shopping carts, and a checkout process.

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 (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. Managed a staff of three artists producing visual design, and flash animation, for YGP and the AOL 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 three artists - for clients such as: CNN, USA TODAY, and the 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 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 UX 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

R E F E R E N C E S

References and portfolio will be furnished upon request
You can also view my public profile on [linkedin.com](https://www.linkedin.com)