

# WILLIAM BUCCHERI

GRAPHIC DESIGNER



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## Profile:

Nothing makes me happier than seeing a brand system flourish! I have enjoyed shaping organizational images through picture and word by working with a variety of clients over the last twenty years.

I am motivated to be the voice of a brand through my visual, written and oral communications. These interactions serve to inspire others in becoming that voice, helping to truly build a company's brand equity.

While successful independently, I also love working as a team to achieve any creative/strategic objectives. I am a big-picture thinker, which serves well in dealing with brand issues. Self-motivated and entrepreneurial, I've run my own studio for over ten years, refining not only my creative savvy, but acquiring a wealth of business knowledge in the process. If you are looking for a well-rounded creative professional to build your brand, look no further.

## Education:

### Southern New Hampshire University

M.S. Marketing  
(Expected spring 2020)

### Southern New Hampshire University

B.A. Graphic Design and Media Arts  
(Cum Laude)

## Recent Clients:

Yale New Haven Hospital  
Hartford Healthcare  
Waterbury Hospital  
Stanley  
Winchester Electronics  
Webster Bank  
Lawrence and Memorial Hospital  
Community Health Network of CT

## Experience:

### Contract Art Director

Point Marketing and Design  
West Haven, CT

2005-Present

Team directly with Senior Executives to create compelling, award-winning design solutions; Lead development, execution and deployment of brand identity and marketing collateral; Independent and team development of brand equity standards/guidelines/materials; Create signature design projects from concept to completion including marketing collateral, signage, advertising campaigns, direct mail, websites and social media graphics; Oversee branding consistency, reflecting compelling aesthetic/voice; Manage multiple timelines, prioritization to ensure client satisfaction; Create email campaigns (MailChimp), execute basic webwork (Wordpress); Manage stable of contract creative professionals, copywriters, photographers, web-developers.

### Recent Highlights:

- *Lead Art Director/Designer for a rebranding of a 5000+ employee regional health network, working directly with senior executives*
- *Developed Signature projects (annual reports/marketing collateral) for an 18,000+ employee regional health network, reinforcing brand equity*
- *Lead designer on multiple ad campaigns that have contributed to increased interest, and ultimately utilization of signature healthcare products and service lines*
- *Developed ancillary business websites for statewide health network, reskinning each free standing brand to conform to network-wide standards*
- *Created product labeling artwork for a regional supermarket with 422 stores, and worked to ensure compliance with all departments, regulatory and corporate standards*

### Art and Design Manager

Graphic Fulfillment  
Prospect, CT

1998-2004

Manage all aspects of design for small studio, primarily healthcare accounts; Execute design solutions from concept to completion for a variety of signature print projects, including annual reports, advertising campaigns, identity campaigns, marketing collateral, direct mail, interior and exterior signage; Responsible for estimating creative projects; Work closely with vendors to manage budget and timeline; Client point of contact for design; Work with a variety of medium-sized businesses, helping develop innovative design styles producing cost-effective pieces, without sacrificing creativity

## Hard Skills:

InDesign	Wordpress	Word	Print Production	YouTube
Photoshop	Bootstrap	Basic HTML	Facebook	MailChimp
Illustrator	Powerpoint	Photography	Twitter	
Dreamweaver	Excel	Copywriting	Instagram	

## Soft Skills:

Creative	Persuasive	Passionate	Collaborative	Accountable
Thoughtful	Reliable	Professional	Flexible	Innovative

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