

william foster

RESUME 2022

I am a senior visual and ux designer with work experience as a creative director, art director, multimedia producer and designer.

I am a big picture thinker, brand champion, product strategist, problem solver, creative leader and design mentor.

CONTACT

Mobile: **512-771-2754**

PORTFOLIO

williamfosterdesign.com

EXPERIENCE

Senior Designer — 2019-Present

IBM, Austin, TX

Hired as senior designer for Marketing Services Center, now Blue Studio. Most recent work was the web experience for the Think 2022 live broadcast, Think on Tour and on-demand pages on IBM.com. Prior projects: lead designer for IBM Training site. Defined a new visual direction, designed web pages and user interfaces, carbonized the site, and worked digital strategist to optimize production and quality assurance processes. Worked on web experience for IBM IT Infrastructure (Systems) site. Lead designer for IBM Z15 product launch and overall look and feel of systems pages.

Senior Visual Designer — 2017-2019

IBM (Fahrenheit IT Consultant), Austin, TX

Entered IBM as a design consultant on IBM Systems Digital Marketing team. As a senior member to a new design team, I mentored designers and inserted my experience as a creative leader. I was involved in a team restructure, introduction of Agile Kanban framework, organizing and streamlining workflow processes, guidelines, templates and assets.

Creative Director — 2015-2016

NXP Semiconductors, Austin, TX

Creative lead on global marketing team for product launch campaigns and brand strategy. Integrated brands and work processes after one of the biggest tech mergers of 2015. Worked with brand identity and design teams to create communications, templates and guidelines. Coordinated and created new visual direction for NXP product packaging. Oversaw graphic quality assurance of website, mobile applications, software branding, print collateral and packaging for merged company.

Creative Director — 2012-2015

Freescale Semiconductors, Austin, TX

Creative strategist for in-house brand team. Lead creative for websites, mobile applications and software interfaces. Supervised art directors, designers and flex staff on product launches, collateral, packaging, online and email marketing. Led corporate re-brands in 2011 and 2014. Team won "Marketing Team of the Year 2015" from EETimes and EDN 2015 UBM Canon ACE Awards. Mentor to design team.

REFERENCES

Please contact me for IBM references.

Stephanie Sobotik

Director, Global Marketing Communications, NXP/Freescale Semiconductors
[linkedin.com/in/stephaniesobotik/](https://www.linkedin.com/in/stephaniesobotik/)

Jan Kiker

Brand Identity and Creative Manager, NXP/Freescale Semiconductors
[linkedin.com/in/jankiker/](https://www.linkedin.com/in/jankiker/)

John Doherty

Brand and Marketing Strategist, NXP/Freescale Semiconductors
[linkedin.com/in/johndoherty/](https://www.linkedin.com/in/johndoherty/)

EXPERIENCE

Senior Art Director — 2007-2012

Freescale Semiconductors (Liaison Resources), Austin, TX

Art directed print and digital communications. Worked with brand, creative and marketing teams on product launches and global marketing campaigns. Created signature graphics, infographics and diagram styles. Lead creative on Kinetis microcontrollers global product launch with a market value of \$600 million, selling \$15 million units before launch. Created identity for Freescale's new Tower System development tools.

Art Director, Graphic Designer — 2006-2007

William Foster Design, Freelance, Austin, TX

Designed graphic communications in print and web for clients, including Golfsmith, Digital Cheetah and YMCA.

Multimedia Producer — 2000-2005

Diablo Publications, Walnut Creek, CA

Established multimedia/web department for print publisher. Produced websites, e-newsletters, ad banners and multimedia presentations for Diamond Walnuts of California, Seton Medical Center, Pucci Foods, Ling Ling Potstickers, Dale Hardware, Empire Realty and YMCA.

Custom Publishing Art Director — 1995-2000

Diablo Custom Publishing, Walnut Creek, CA

Key influencer in a new revenue stream for magazine publisher. Art directed custom publications for San Francisco Giants and Oakland A's MLB teams, San Francisco Shopping Center, City of Oakland, Children's Hospital of Oakland, Kaiser Permanente, Alta Bates Hospital, KKSF, KFOG, KWJZ radio, Bishop Ranch, American Cancer Society and YMCA.

Advertising Art Director — 1991-1995

Diablo Magazine, Walnut Creek, CA

Consulted with local businesses to create advertising and special sections for San Francisco, Diablo, Diablo Business and Diablo Arts magazines.

Art Director — 1989-1991

Antic Publishing, San Francisco, CA

Hired to create logotype, editorial and feature sections of new magazine, Amiga Plus. Art directed monthly magazine focused on the new Amiga computer by Commodore. Managed budget and production. Led transition of magazine production from traditional typesetting/paste-up to desktop publishing using the Amiga, streamlining production and lowering cost.

SKILLS

Adobe Creative Cloud: Photoshop, Illustrator, InDesign, After Effects, XD, Premiere, Dreamweaver, Flash, Fireworks, Acrobat, Bridge; Microsoft Office, Final Cut Pro, Logic, Blender, Sketch, Mural, InVision, Figma. Web: HTML5, CSS, Bootstrap, Drupal, Wordpress. Agile, Scrum and Kanban development frameworks; IBM Agile Explorer and Design Thinking badges.

AWARDS

Marketing Team of the Year

Freescale won the EE Times and EDN 2015 UBM Canon ACE Award in 2015. The awards program honors the people behind the products and technologies that are changing the world of electronics.

Bravo Award

Freescale's internal recognition for leading the creation of the Automotive IoT microsite and augmented reality application for Mobile World Congress 2015.

EDUCATION

Bachelor of Arts Degree

Two-dimensional Design, Fine Art Painting, California State University at Northridge, Cum Laude, 1988.

Associate of Arts Degree

Graphic Design and Communications, Los Angeles Pierce College, 1985.

Architecture Intensive

University of Texas at Austin, 2006.

INTERESTS

Playing guitar, songwriting, recording, painting, art, music, architecture, photography, film, martial arts, cycling, hiking, traveling, gardening, building, landscaping, reading and spending time with my family.