

William Doran

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wcdoran.me



I am a graphic artist with over a decade of experience designing with empathy for the real world. I am drawn to unconventional challenges, and passionate about using design to help people.

I have backgrounds in many disciplines, spanning UX, web development, creative advertisement, print publishing, and branding.

Education

Vanderbilt University '16/Nashville, TN

B.S. Theoretical Physics, Minor Corporate Strategy.
Courses in creative advertisement, marketing, computer science, and steel drum.

Skills

Hard

- Adobe Creative Suite/Figma/InVision
- Office Suite
- HTML/CSS
- JavaScript/JQuery
- Drupal
- Salesforce/Pardot

Medium

- Layout and production for print
- Front-end web design and social
- Logos and branding
- Typography and type design
- Vector animation and storyboarding

Soft

- Attention to detail and quality
- Problem-solving and intuition
- Knowledge of printing and proofing process
- Art direction
- Effective and constructive communication
- Managing and prioritizing many simultaneous projects
- Completing projects within tight timeframes

Work

Point32Health/Tufts Health Plan/CarePartners of Connecticut/Boston, MA/October '17–
Senior Graphic Designer, Senior Products Marketing

Support multiple teams and manage Junior Designer creating marketing materials (print and digital) across acquisition and member business areas and more. Define, build, and execute branding across three Medicare Advantage insurance companies operating in MA, CT, RI, and NH. Managed design intern during Spring 2019 and design contractor through AEP 2021. Built comprehensive project management platform for all department work using Wrike. Directed award-winning animated video for the CT business. Designed multiple national award-winning magazine periodicals. Created new responsive email template that increased member engagement in this channel by 15%. Lead ground-up redesign of our online enrollment form to support increased self-service enrollments during the pandemic.

451 Research/Boston, MA/Summer '17

Digital Design Coordinator

Led 451 Alliance rebrand and relaunch. Handled production web development and UX, including new online application form. Created interactive research paper visualizations for the 451 Research website using Chart.js. Developed and coordinated email campaigns for >60,000 global members of the 451 Alliance expert panel.

Taskloop, LLC/Nashville, TN/May '15–August '16

Co-Founder, Lead Designer

UI/UX design for consumer software startup. Created brand's visual identity, including logo, website, and all print and digital marketing materials. Developed and executed on-campus marketing program. Designed and delivered presentations to investors.

Vanderbilt University/Nashville, TN/January–May '16

Undergraduate T.A., Advanced Advertising Studio

Assisted professor Bob Isherwood (former CD, *Saatchi & Saatchi*) with administration and instruction in creative advertising. Developed briefs and coordinated student entries into the international D&AD New Blood competition. Managed partnership with professors and director of Miami Ad School.

WRVU Nashville/Nashville, TN/January '13–May '16

Lead Designer/Live DJ

Rebranded an established student radio station. Designed front-end functionality for station web app. Created marketing materials for station events and in coordination with Bonnaroo Music Festival. Hosted weekly 2-hour hip hop/neo-soul specialty radio show.

Freelance/Wherever I call home/2012–forever

Build logos, personal brands, and websites for those who ask. *E.g.* developed branding and front-end web app design for an NYC higher education tutoring company. Colorized/restored photos for dozens of clients including NPR. Designed promotional materials and event posters for local Nashville venues and artists including Kane Brown and Lauren Shera.