

Highly-experienced designer focused on developing compelling visual identities and user experience. Strengths in art direction, typography, illustration, motion design, and best practices for the web. A proven ability to establish productive, collaborative relationships with peers and clients. Highlights include the development of the visual brand for NC State during a refresh process in 2014 and the management and oversight of a six-person in-house creative team.

Experience

Art Director | November 2015–Present
NC State University Communications, Raleigh, NC

- Leads design exploration and makes decisions around NC State's visual identity across all communications platforms — print collateral, websites, digital advertising, html emails, video, social media, and environmental graphics — including the creation of a sub-brand for a \$1.6 billion capital campaign
- Supervises an in-house creative team of three full-time graphic designers and three full-time photographers
- Participates in the development of marketing plans and project briefs
- Gives presentations on NC State's brand and visual identity to senior university leadership, university committees, and at conferences and meetups

Freelance Graphic Designer & Illustrator | December 2002–Present

- Handles all design-related aspects of select digital and print projects, from client relations to production work to billing
- Past clients include Cree Inc., Audubon Environmental Management, SURGE Non-Profit, Cold Heaven Recordings, and the *Durham Herald-Sun*

Web Designer | May 2006–November 2015
NC State University Communications, Raleigh, NC

- Rose to the level of Senior Designer, serving as the lead graphic designer on designated projects, pitching to clients, establishing workflows and processes, and mentoring other designers
- Had a lead role in establishing the university's visual identity during the 2014 brand refresh process
- Developed design solutions across all communications platforms, with a strong focus on web/digital work
- Worked on projects for a variety of clients including Marketing Communications; all 12 University colleges; Admissions; the Office of the Chancellor; and the Office of Research, Impact and Economic Development

Graphic Designer | January 2006–May 2006
Distill Group, Raleigh, NC

- Held a 40-hour/week contract position, working on websites and print advertising for Bobbitt Design/Build and Synergy Spa under the supervision of an art director

Graphic Designer | May 2005–October 2005
Mission House Creative, Raleigh, NC

- Held a 40-hour/week contract position, working on websites and print collateral for GlaxoSmithKline, Duke Medical Center, The Sunrock Group, and UNC's Kenan-Flagler Business School under the supervision of an art director

Studio Artist/Designer | October 2003–April 2005
Anoroc Agency, Raleigh, NC

- Took a lead creative role in developing print work for Interact Non-Profit and pop star Clay Aiken
- Worked on websites, print collateral, and advertising for Rosen Law Firm, Heart of Florida Medical Center, and BashyamSpiro Immigration Law under the supervision of an art director



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Graphic Designer

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Honors

Gold in the Education Digital Marketing Awards for The Campaign for NC State website (2016)

Speaker at the UCDA Design Conference presenting on web redesign process and the creation of the Hunt Library Website (2015)

Silver in the CASE National Circle of Excellence Award for the Hunt Library website (2014)

Official Honoree in the Webby Awards in the Cultural Institutions category for the Hunt Library website (2014)

CASE III Award for Excellence for ncsu.edu (2014)

CASE III Award for Excellence for Think and Do: The 2013 Institutional Message website (2014)

CASE III Award for Excellence for "Our Work: Transformation" ad campaign (2012)

Bronze in the AAF RDU Addy Award for the NC State Institutional Message website (2012)

CASE III Special Merit Award for the NC State Giving website (2011)

Best of Show in AAF RDU Addy Awards in the Mixed Media, National Consumer category for the "Red Means Go" ad campaign (2009)

Silver in the AAF RDU Addy Awards for the Clay Aiken Identity (2005)

Best in Show in ECU's *Rebel 45* art and literary journal for illustration piece "In the Genes" (2002)

Education

BFA in Communication Arts

East Carolina University, Greenville, NC

Skills

Adobe Creative Suite

Twitter Bootstrap

Google Web Designer

WordPress development

Google Analytics

Section 508 ADA compliance

HTML

HTML email best practices

CSS

Offset print production

jQuery

Digital print production

References

Available upon request



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