

**Bill Green**  
Creative Director

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**EXPERIENCE:**

**BrowserMedia** / Creative Director / Bethesda, MD  
06.04 – Current

- Member of the the corporate management team providing leadership and direction for the company
- Key component in new business development
- Oversee all client engagements from start to finish
- Manage teams of designers, programmers and contractors

**Reflect** / Creative Director / San Francisco, CA  
06.02 – 06.04

- Oversee the efforts of all interactive programs
- Manage a team of designers
- Elevated the brand to a more sophisticated level
- Streamlined the user experience to allow for a more efficient and pleasant shopping experience

**Pearson Branded** / Senior Art Director / Campbell, CA  
02.2 – 05.02

- Oversaw the online efforts of Hewlett-Packard
- Led teams of designer, writers, programmers, and freelancers through concept to execution
- Worked closely with business partners to ensure projects are on brand, budget, and schedule

**Digitas** / Senior Art Director / San Francisco, CA  
07.00 – 02.02

- Helped acquire and maintain high profile accounts such as Charles Schwab and Williams-Sonoma
- Directed e-marketing campaigns for Sony Style
- Developed the first online gift registry for Pottery Barn
- Established development processes that were adopted company wide
- Interviewed candidates and made recommendations for hire

**Gap** / Lead Interactive Designer / San Francisco, CA  
03.99 – 07.00

- Produced a navigation system and user interface that ranked gap.com as a leader among retail sites
- Developed production processes that met the changing needs of a highly visited e-commerce site
- Directed the 1999 online holiday campaign which proved to be the company's most successful
- Responsible for developing and maintaining the brand identity of gap.com

**Resource Interactive** / Interactive Designer / San Francisco, CA and Columbus, OH  
09.96 – 03.99

- Experience designing websites for retailers such as Burton Snowboards, Backhill, and Limited Inc.
- Helped form the San Francisco interactive studio
- Responsible for hiring freelance designers

**MC<sup>2</sup> Cyberspace** / Interactive Designer / Columbus, OH  
02.96 – 09.96

- Responsible for the strategy, architecture, navigation, design and production of online projects
- Developed websites, intranets, CD-ROMS, Kiosks, and ad banners

**Design Axis** / Industrial Designer / Columbus, OH  
05.94 – 02.96

- Assisted senior designers with marker renderings, mechanical drawings, and model making
- Developed designs that involved extensive user interaction
- Produced products for the consumer and industrial markets

**EDUCATION:**

**Columbus College of Art and Design**

Columbus, OH  
B.F.A. of Industrial Design  
Graduation September 1995