



CONTACT

WILL ACE CONLU - WWW.WILLCONLU.COM

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EDUCATION

OLD DOMINION UNIVERSITY - NORFOLK, VA

BFA in Graphic Design & Minor in Marketing

EXPERIENCE

2008-PRESENT

ETHNIKROOTS - NEW YORK, NY

Freelance Apparel Graphic Designer

- Creation and design of men's and women's apparel graphics for a diverse line based on various cultures.
- Responsibilities include trend research for young men's and women's apparel, concept development for apparel graphics, tech packs, and colorways for multiple design variations.

2009-2009

MCNABB ROICK EVENTS - NEW YORK, NY

Graphic Designer

- Creation and design of graphic elements such as event decor, guest giveaways, and menu designs for high profile clients and events - IMG Fashion Week Spring 2010, JP Morgan Chase, Laura Pels Foundation, and NetJets.
- Other responsibilities include outsourcing for project elements, creation and design of customized proposals all printed and hand cut in-house, redesigning of the company website, email blasts, promotional posters, and greeting cards.

2008-2009

MASSIVERSE - NEW YORK, NY

Freelance Graphic Designer

- Creation and design of the overall identity consisting of the company logo and customized business cards.
- Print and Web production on the interactive online game - Dragons Vs Robots.
- Production responsibilities include designing collector game cards, splash pages, icons, downloadable wallpapers, and customized textures and repeats for individual characters.

2008-2009

8020 MEDIA - NEW YORK, NY

Graphic Designer & Marketing Intern

- Creation and design of marketing materials for JPG, the award winning photography magazine.
- Materials created include creative packages and booklets, digital flip book promos, powerpoint presentations, and online and print advertisements in collaboration with major companies such as Lexus, Canon, Nikon, and LG.

2007-2008

SISKA AURAND LANDSCAPE ARCHITECTS - NORFOLK, VA

Graphic Designer

- Creation and design of collateral materials such as advertisements, residential mailers, and commercial project promos.
- Other responsibilities include maintaining the company website, sourcing for project elements, and completing promo materials in-house - from printing to binding.

DESIGN SKILLS

COMPUTER EXPERTISE [Mac & PC Platform]

- Adobe Creative Suite 4 - Illustrator, Photoshop, InDesign, Dreamweaver, Flash, Fireworks • Quark • Cinema 4D
- CSS/HTML • Microsoft Office XP • Google Sketch • Screen Printing • Illustration • Photography • Typography

RECOGNITION

- 2008 - Gold Addy Award - Mixed Media Campaign - *Ad Club of Hampton Roads*
- 2008 - Gold Addy Award - Mixed Media Campaign - *District 3*
- 2008 - Silver Addy Award - Mixed Media Campaign - *National Addy Competition*
- 2007 - C&E Arts Journey Fund Scholarship - *Old Dominion University*