



CONTACT

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A: WESTBOROUGH, MA

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EXPERTISE

Award winning professional, with 14+ years of experience. Specializing in defining global brands and delivering strong strategy-driven executions in all mediums. Exceptional B2B and B2C product marketing. Extremely organized with strong UX/UI design, mobile, web, video, social media, and print production skills. Recipient of 11 National Creative Excellence Awards.

KEY QUALIFICATIONS

CREATIVE

UX/UI, Brand Strategy, Identity, Typography, and Mobile User Interface

LEADERSHIP

Agile Team Management, Strategic Planning, Project Management, Staff Performance Reviews, SAFE Training

TECHNICAL SKILLS

Figma, Sketch, Adobe XD, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe After Effects, Adobe Dreamweaver, Workfront, Jira, InVision, Microsoft Teams/Office, Basecamp

BRAND EXPERIENCE

CVS Health, Harvard, MIT, GE, Dana-Farber, Broadridge, Boston Children's Hospital, National Grid, ACI, Zoll, Boston Scientific, and UniBank.

BILL PICKERING

EXPERIENCE

CVS HEALTH / SR. ART DIRECTOR UI/UX / CONSULTING – 2018 - PRESENT

Sr. Art/Creative Director, UI/UX Design support and contribute to a broad range of award winning work. UI/UX user experiences, websites design, corporate videos, mobile assets, social media campaigns, digital banners, corporate presentations, e-mail campaigns, and print collateral. Implementation of user research.

BROADRIDGE ADVISOR SOLUTIONS - SENIOR ART DIRECTOR CREATIVE DIRECTOR / VP CREATIVE – 2009 - 2018

Responsible for managing multiple design teams and the development, creation, digital brand strategy, and implementation for all Broadridge Advisor Solutions. This includes: corporate website, social media, video, mobile, email, infographics, fact sheets, PowerPoint presentations, and print collateral. Worked across all mediums to ensure that marketing and promotional materials worked in perfect sync with overarching brand strategy. Closely aligned with development, corporate marketing, and production. A key member of senior management. Responsible for employee reviews and career development.

ALBION INTERACTIVE - ART DIRECTOR / ASSOCIATE CREATIVE DIRECTOR – 2005 - 2008

Produced award winning creative for a variety of clients including: Harvard Medical, Lahey Clinic, Yale New Haven Hospital, Health Quest, and UMass Memorial Hospital. Responsible for production artists, and developers.

HILL HOLLIDAY BOSTON - SENIOR ART DIRECTOR / ASSOCIATE CREATIVE DIRECTOR – 2002 - 2005

Produced award winning creative for a variety of bio-medical and pharmaceutical clients including: Zoll, Boston Scientific, Candela, GE, GMP, and STERIS Corp. Hired and consulted with photographers, copywriters, illustrators, and designers.

EDUCATION

Northeastern University, Boston, MA - Bachelor of Arts, Graphic Design Masters candidate (over 131 credits completed)

College of DuPage, Chicago, IL - Associate of Science: Applied Science, Associate of Art and Design (Deans List), Certificate: Advertising/Design

INTERESTS/SKILLS

Member of The Boston Idea Group. Hockey coach. Charity cyclist.



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