



Will C. Beard

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Education

University of Nebraska Omaha
Omaha, NE 2016 – 2018
BASA - Graphic Design Concentration
Graphic Design Help Lab Mentor
AIGA UNO

Northwest Missouri State
Maryville, MO 2014 – 2016
BFA - Graphic Design Concentration
Bearcat Track and Field

Design Experience

Blue Wire (2020-2022)
Lead Graphic Designer (2020 - 2021)
Manager of Design (2021 - Present).

Lead and manage Brand, design for social, print, packaging, digital platforms, sales, podcast platforms, motion design, created new workflows for design requests & reviews, coordinate team of contract designers, managed design budget

Los Angeles Chargers (2019-2020)
Design Intern

Worked on quick turnaround in-game graphics, designed for social, digital, print, learned After Effects keyframe animation

Awards and Achievements

2022 Communicator Awards
Marketing Effectiveness Excellence
for American Prodigy: The Kid

2022 W3 Awards
Best Campaign Effectiveness for American Prodigy: The Kid

2018 AIGA NE Show
Student Silver Medal for Hellfire Hot Sauce Packaging

2018 AIGA NE Show
Student Bronze Medal for True North Packaging

Design Skills

Typography, Color Theory, Motion Design, Design for Print, Design for Digital/Social, Marketing Insight, Time Management, Creative Problem Solving