WILLIAM BRUMBACH

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**Apartment Realty Advisors, Atlanta, GA | Senior Graphic Designer**

2011 - 2016

* Responsible for the visual design for all marketing materials, RFPs and presentations for both print and mobile devices.
* Primary photographer for all assignments.
* Provided teaching and mentoring for graphic designers.
* Designed a marketing package for a graffiti laden property. We strategically promoted it as art and sold the property for $23.5M ($2M over asking price).
* Developed a value-add section for marketing collateral by photographing the property and then manipulating the photography to show potential improvements to illustrate how to increase property value.
* Member of the leadership team that developed the ideas, strategy and procedures for developing and launching their flagship product.
* Collaborate with cross-platform teams, in an agile environment, (creative, content, technology) to shape product vision and to design and deliver a mobile (all mobile platforms) and web based application for the recruiting industry.
* Developed the brand and all branding components for the company.
* Helped construct focus groups consisting of users and investors for testing design assumptions.
* Developed the site maps, user flowcharts and hi-fidelity wireframes for a successful, fully functional B2B product, on schedule and on budget.
* Developed a content marketing solution utilizing social media outlets to help build brand awareness.
* Received acclamation from both investors and clients for the intuitive design, and ease of use.
* Joined company with two partners to develop a specific product for the equestrian industry. Responsible for the User Experience and visual design. Client base grew to approximately one dozen on-going accounts.
* Designed and developed web sites and managed client relationships for non-profit and private organizations.
* Received numerous website testimonials for unparalleled professionalism, exact attention to detail, meeting deadlines and superior customer service, while exceeding expectations.

**Creative Development Group, Marietta, GA | Partner - UX Designer**

2005 - Present

**bowmo, Inc., Atlanta, GA | Creative Lead - User Experience Manager**

2016 - Present

ART DIRECTOR – UX DESIGNER

PROFESSIONAL EXPERIENCE

**Design with Purpose; Energize Your Brand & Drive Results**

William Brumbach is a highly-experienced, concept-driven, and innovative designer dedicated to successfully directing and implementing a wide variety of full-cycle revenue-generating projects. He leverages strategic business acumen and concise communication skills to align a client’s vision with their goals. William is well-versed in performing in a collaborative team-based environment and managing multiple projects.

* Direct as well as participate in the discovery, definition, design, development, and deployment processes of the software development lifecycle
* Over 30 years of visual design experience including designing UI/UX components to enhance and guide a user’s visual experience of brands and products
* Successful record of guiding product experiences from ideation through launch
* Deep knowledge of user-centered design processes and methodologies
* Ability to intuitively break down complex scenarios into digestible, simplified solutions
* Strong problem solver with the ability to quickly modify and develop alternative solutions
* Presenting ideas and concepts to an array of audiences

AREAS OF VALUE

PROFILE

**Plural, Atlanta, GA | Creative Lead**

* Led a team of more than 30 designers at 3 offices. Planned and scheduled projects within budget.
* Developed proposals and project plans for the design, production and deployment of web design projects.
* Prepared concepts and delivered effective presentations to small and large groups.
* Helped land Carnival Cruise Line as a client with a project budgeted at $1.25 million.
* Directed the UX/UI design of the initial online reservations system for Carnival Cruise Line.

2000 - 2003

* Leadership/Collaboration
* Project Strategy and Planning
* Presentation and Interpersonal Skills
* Mentor
* Photography

ADDITIONAL EXPERTISE

1993 - 2000

* Provided strategic project direction for creative staff and contractors with a primary focus on economic development resource systems for various organizations including Georgia Power and the Atlanta Chamber of Commerce.
* Led the user experience team and designed the user interface for a new database for Georgia Power with real-time updates which enabled the company to increase revenue through relocating businesses into their area without increasing customer rates.
* Developed a highly effective language translator program for the State of Saxony in Germany. Successfully directed video production in seven different languages.
* Contracted with writers, directors and production companies for various video production assignments.
* Created UI designs for all clients.

**Still Current Design, Atlanta, GA | Vice President - UX Designer**

**Still Current Development, Atlanta, GA | Art Director - UX Designer**

**Frank Timmerman**, Director - Cobb County Center for the Performing Arts

404 495 7300

frank.timmerman@cobbk1.org

* Worked with major clients such as IBM, Sears and Holiday Inn.
* Directed a staff of visual designers to create the UI design for all projects.
* Designed advanced multimedia systems.
* Provided on-site training to IBM and their clients.

**Atlanta Chamber of Commerce, Atlanta, GA | Graphic Designer**

**Floyd Design, Atlanta, GA | Senior Art Director**

**Jim Stein**, President - Creative Development Group

770 335 0599

jstein@creativedg.com

* Served on the creative team for the Atlanta Olympic Organizing Committee. Converted a 500-page summary into a highly convincing executive summary that was presented to the US Olympic Committee. This contributed to Atlanta winning the 1996 Olympic Games.
* Designed a visual economic development program to support promoting more businesses to Atlanta.
* Developed campaign materials used to bring the1988 Democratic National Convention to Atlanta.
* Designed promotional packaging for Super Bowl XXV and also the logo for the Peach Bowl.
* Project owner of a cross-functional, agile development team consisting of business analysts, visual designers and UI developers.
* Responsible for the business analysis and defining the requirements analysis in order to then produce sitemaps and wireframes for a number of large scale web based projects.
* Received a significant amount of client referrals resulting in a huge increase in business.

TECHNICAL AND SOFTWARE SKILLS

1984 - 1989

1989 - 1993

**Adobe Creative Suite**

* Photoshop
* Illustrator
* InDesign

**Microsoft Office**

* Word
* PowerPoint
* Excel

**Design**

* AXURE
* HTML5
* CSS
* JIRA

EDUCATION

Ringling College of Art and Design - Sarasota, FL

**Graphic Design**

REFERENCES

**Vlad Mamut**, CEO - bowmo Inc.

646 872 1147

vlad.mamut@bowmo.com

2003 - 2005

PROFESSIONAL EXPERIENCE ***(Continued)***

WILLIAM BRUMBACH | ART DIRECTOR – UX DESIGNER