

William C. Dais



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Profile

Visual communications specialist/freelancer with successful record of coordinating design projects from inception through production for a variety of commercial/ industrial and retail clients. Maintained long and lasting relationships with clients by leveraging promotional dollars with creativity, and increasing conversions and brand awareness. Proficient in Adobe Creative Suite, especially Photoshop, Illustrator and InDesign.

Experience

CREATIVE DIRECTOR/PRESIDENT

Dais Design LLC, Green Bay, WI

Jan. 1993 – current

Over 20 years experience working with marketing departments of large and small companies and third party marketing/advertising firms translating client directives into intelligent visual communications, in one or more of the following capacities :

- » Graphic Design
- » Website Design
- » Art Direction
- » Corporate Identity
- » Creative Direction
- » Brochure/Collateral Design
- » Trade Show Graphics
- » Print Advertising
- » Video Production

PARTIAL LIST OF CLIENTS/PROJECTS:

- » **American Medical Security (AMS) Insurance** - annual report design/production.
- » **Associated Bank** - corporate collateral, white paper design.
- » **Cabinet Creations** - new website design.
- » **Cellcom Telecommunications** - environmental design (Resch Center rotunda).
- » **CR Meyer Industrial Contractors** - website design.
- » **Drez Cinematography** - website design, animation.
- » **Egg Harbor Business Association** - event ad campaigns, logo designs, poster designs.
- » **Expression Guest Registry** - corporate ID, website design, trade display, collateral.
- » **GOHME Home Medical** - corporate ID, brochure/collateral design.
- » **Good Humor - Breyers** - environmental design (corporate headquarters), point-of-purchase design.
- » **Harley-Davidson of Appleton** - calendar design/production.
- » **Hinterland Brewery** - poster design.
- » **Insty Meds** - trade print ad campaign.
- » **Luna Cafe/Coffee Roasters** - package design, advertising, corporate ID evolution.
- » **National Railroad Museum** - website design.
- » **Oneida Bingo & Casino** - print advertising, POP/collateral design.
- » **Paper Converting Machine Company** - trade show display designs, collateral design.
- » **Performa Architects** - direct mail design/production.
- » **Riverfront Lofts Condominiums** - website design, advertising campaign, collateral.
- » **Schneider National Logistics/Transportation** - brochures/collateral design.
- » **ShopKo Stores Inc.** - brochure design, sales folder design.
- » **Shoreline Credit Union** - new website design.
- » **Tomahawk Manufacturing** - brochure/collateral design.
- » **Webfitters Custom Web Development** - website design, collateral.
- » **Wild Blue Technologies** - POP display design, environmental graphics, collateral.
- » **Wisconsin Log Homes** - 156-page planning guide book design/production, national print ad campaigns.

Education

POST-GRAD WORK

1983-1984

Parsons School of Design (The New School)

- » Explored graphic design disciplines, measured against talented pool of artists.

BACHELOR OF FINE ART DEGREE

1980- 1983

University of Wisconsin - Milwaukee

- » Specialization in Visual Communications.

UNDERGRAD STUDIES

1979 - 1980

University of Southern California

- » Pre-med student, changed major to fine art and subsequently moved to Wisconsin.

Interests

Fine arts, philosophy, politics, science, film, books, racquetball - not necessarily in that order.

References

Furnished upon request