

William Bassler email: william@designfuel.com cell phone: **760-845-9235**

E M P L O Y M E N T E X P E R I E N C E

Art Director - iMetrikus, 5875 Avenida Encinas, Carlsbad, CA - Sep 05 to Present
Responsible for the visual design of Personal Health Record Software, along with all creative marketing materials and campaigns - brand management, company website, advertising and print materials.

Internet Consultant - College Sports TV (cstv.com), Carlsbad, CA - Jun 05 to Sep 05
Designed Official Athletic web sites for Notre Dame, Navy Sports, Auburn Tigers, Ohio Bobcats and Southern Miss. - from creative briefs, to ui and web design.

Art Director - AOL Time Warner, 111 Academy Way, Irvine, CA - Mar 03 to Feb 05
Responsible for the design and development of all (You've Got Pictures) products, including the website, promotions, online catalogs, and outside advertising. Other duties included working closely with AOL's marketing department concerning focus groups, market research and brand development.

Art Director - PointCast/EntryPoint/Infogate, 9605 Scranton Road, Suite 600 - Mar 00 to Mar 03
Responsible for the design and development of interactive screensavers and tickers, while managing 3 artists, for clients such as: CNN, USA TODAY, and the L.A. Times.

Internet Consultant - Dataskill, 12520 High Bluff Drive, San Diego, CA - Dec 98 to Mar 00
Responsible for the development of web sites for various departments of the County of San Diego; Including the Board of Directors, CTN, COB, The Grand Jury, and more.

Web Designer - Internet Strategy, 10875 Rancho Bernardo Rd. San Diego, CA - Mar 98 to Dec 98
Designed web sites, performed sales demos, and assisted with project management. Clients included: First American Title Insurance, Credco, Inet, CCN, and McMillin Companies.

Creative Director - Classifind Network Inc., 3760 Convoy Street, San Diego, CA - Oct 97 to Mar 98
Created and managed the production of web sites that used the latest multimedia tools to display photos, audio, and video for a network of online classifieds.

Creative Director - NetPlay, 12760 High Bluff Drive, Suite 250, San Diego, CA - May 96 to Oct 97
Created multi-player online games while managing a staff of three full-time artists.

Graphics Producer - NTN Communications, 5966 La Place Court, Carlsbad, CA - Sep 89 to May 96
Managed a staff of 6 artists to produce all of NTN's graphics: logo creation, animation, and ui design for interactive games and corporate training - produced for (AOL), and NTN's own satellite network.

S O F T W A R E E X P E R I E N C E

Web Authoring Hand Coded HTML, CSS, Java Script editing, Macromedia Flash and Homesite
Paint Programs Adobe Creative Suite, Photoshop, Illustrator, and Image Ready

E D U C A T I O N

Bachelor of Science Degree in Business - Major: Marketing - Minor: Art
Date Graduated: December 20, 1988 California State University, Northridge

Advanced courses in HTML at Palomar College, January, 1997
Miller Freeman web courses in: Color with Lynda Weinman, June, 1998
Completed Macromedia Flash MX 2004: Rich Media Design Course, March, 2004

A W A R D S & A C H I E V E M E N T S

eHealthcare Leadership Awards - Gold Award 2006 and 2007 - iMetrikus.com
World Wide Web Health Awards - Bronze Award 2006 - iMetrikus.com
Best of the Web 1999 - Third Place Award, Local Government Category
Member of the Advisory Council for Multimedia Training with Los Angeles County
Awarded Marketing Department Scholarship from California State University, Northridge

References and Online Portfolio will be furnished upon request