

## **William Bellomy**

805-898-1237 home 805-637-3232 cell  
william@williambellomydesign.com  
<http://www.williambellomydesign.com/intro.html>  
<http://www.babyfungame.com>

### **EMPLOYMENT**

#### **Currently Freelance Graphic Designer**

Print and web design. Flash web and animation design. Illustration, Flash and traditional.

#### **Adjunct Professor**

Fall 2004, Fall 2005, Fall 2006

Santa Barbara City College, 721 Cliff Drive, Santa Barbara, CA 93109-2394  
Stephen DaVega, Chair, Multimedia Arts and Technologies (805) 965-0581

#### **Flash Animator/Graphic Designer**

August 2003 - October 2004

LoanToolbox.com, 2625 Townsgate Road, Suite 320, Westlake Village, CA 91361  
Fred Harlan, Director of Marketing, 805-990-0578 cell email: fwh-igt@earthlink.net

#### **Art Director**

May 2001 - February 2002

Clear Channel Taxi Media, 2880-B Meade Ave., Suite 350, Las Vegas, NV 89102  
EVP Sales and Marketing, Christy Leth (805) 886-8451 (cell) CLeth1@aol.com  
Christine Preus, (702) 238-7200, ChristinePreus@clearchannel.com

#### **Freelance Graphic Designer and Illustrator**

May 2000 - May 2001

Graphic Design, 3D modeling and illustrations, multimedia presentations.

#### **Production Artist/Graphic Designer**

June 1998 - May 2000

Evans, Hardy & Young, Inc., 829 De La Vina Street, Santa Barbara, CA 93101  
Suzzan Sonna, Production Manager (805) 963-5841

#### **Production Manager**

September 1997 - June 1998

Forester Media, Inc., 2946 De La Vina Street, Santa Barbara, California, 93105-3310  
Publisher, Dan Waldman, (805) 682-1300 X116

#### **Graphic Designer/Interim Art Director**

June 1997 - September 1997

Santa Barbara Independent, 1221 State Street, Suite 200, Santa Barbara, California, 93101  
Art Director, Garvin Soutar (805) 965-5205

#### **Graphic Designer**

September 1988 - April 1997

San Diego Reader, P.O. Box 85803, San Diego, California, 92186-5803  
Manager, Sandy Matthews (619) 235-3000 ext. 256 or 243

## EMPLOYMENT HIGHLIGHTS

### **Adjunct Professor, Video Game Design**

I teach the elements of video game design with a focus on three main aspects; understanding and developing conceptual design; what elements make computer games engaging; and the relevance of computer games to society. Throughout the semester I encourage the students to expand and challenge their creative process. We explore how and why playing games on computers is, or can be, engaging. The class discusses the relevance of computer games to culture, and its impact. We cover the basic elements of game production. The class, in teams, goes through the process of creating and developing a game concept including major production elements. The 2004 class created an advanced game concept with marketable potential. It was evaluated and considered by Activision, among others.

### **Flash Animator/Graphic Designer**

LoanToolbox.com is a membership web site that offers mortgage loan and financial professionals the education and resources to successfully market their services and educate their clients. One of the main elements of the site are three to five minute audio lessons. I designed Flash animations that supported and illustrated the lessons. I also created Flash banners. I developed the concept and designed their current advertising campaign. Designed various other collateral material. The main work I was hired for, the Flash animations, was finished. Currently I continue to work for them on a freelance basis. I am looking for a more permanent position.

### **Art Director - Clear Channel Taxi Media**

Clear Channel is the largest out of home media companies in the world. The Taxi division sells advertising space on taxi tops as well as wrapped taxis, taxi interiors, taxi television, wrapped busses and convention media in the major US markets. As Art Director I designed spec art and spec advertising campaigns for taxi tops used in the successful sales presentations made to agencies such as TBWA\Chiat\Day and McCann-Erickson Advertising and national companies such as Sony Pictures, Microsoft, and Cingular Cellular. Account executives and agencies both cited my work as instrumental in closing the contracts. In addition I designed an entire rebrand, other than the logo, for Clear Channel Taxi Media, which had previously been Eller Taxi Media. Clear Channel closed their Santa Barbara operations. I turned down a position in New York.

### **Freelance Graphic Designer and Illustrator**

Art direction, graphic design, 3D modeling and illustrations, multimedia presentations. My most outstanding project at this time was developing the concept, designing and managing the production of the the entire Santa Barbara ADDY 2000 awards presentation which included original music, animations, humorous interview cuts, slide show, and a locally known radio/ newspaper journalist/personality as MC. This presentation was fantastically received. I went to part time freelancing when offered an Art Director's position.

### **Production Artist/Graphic Designer - Evans, Hardy + Young Inc.**

A \$50 million advertising agency with national clients including Chi Chi's Restaurants, Sizzler Restaurants, Triumph Motorcycles, California Raisin Commission, California Egg Commission, Idaho Potato Commission, and Ghirardelli Chocolate. I did design and production work for all of these clients. This work included collateral, advertising, POP promotional items, packaging, unique promotional items, Television promotional pieces and mailing pieces. I also designed an entire Sizzler campaign that was selected and implemented by Sizzler. I left to go out on my own and build an Art Director's portfolio.

### **Production Manager - Forrester Communications**

Publisher of four national trade magazines. I reported to the publisher Dan Waldman. Designed and implemented the entire production management system in the wake of the sudden failure and departure of the previous production manager. Once in place, the art director, editors and our service bureau all said that my project management gave them the time for them to do their best work. I left Forrester Communications for a more creative opportunity at an advertising agency.

### **Graphic Designer/Interim Art Director - Santa Barbara Independent**

A weekly tabloid. I reported to the Art Director and the Editor. Designed editorial page layout. Managed production and design staff. As interim Art Director I had the distinction of making deadline, twice, which had never been done before and thought to be impossible. I left the Independent for a better salary.

### **Production Artist/Graphic Designer - San Diego Reader**

The third largest alternative weekly in the US with a distribution of 150,000. It has been publishing since 1972. I was a cover and inside story layout freelance designer for three years. At the same time I worked full time designing and producing editorial page layouts and display ads in the production department. I helped plan (specifically pushing for full time proofers), and gave encouragement during a reorganization which led to the Reader reducing errors dramatically and meeting deadlines consistently. I left the Reader to move to Santa Barbara.

## SKILLS

Project Management, Art Direction, Graphic Design, Flash animation design, Web design, Hand Illustration, Story Board Sketching, Animation, Package Design, Logo Design  
Quark, InDesign, Photoshop, Illustrator, Flash, Bryce 3D, Adobe Acrobat, 3D Studio Max  
Know all aspects of four color print process

## EDUCATION

University of California Santa Barbara Extension,  
6550 Hollister Avenue, Goleta, California, 93117. Information (805) 893-4200

Bachelors of Fine Arts Degree, Point Loma Nazarene College,  
3900 Lomaland Drive, San Diego, California, 92106. Information (619) 221-2200  
Records office (619) 849-2502

## William Bellomy

805-898-1237 home    805-637-3232 cell  
[william@williambellomydesign.com](mailto:william@williambellomydesign.com)  
<http://www.williambellomydesign.com>  
<http://www.babyfungame.com>