

Winston Struye

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EXPERIENCE

First Person Freelance Art Director

SEPT. '19–CURRENT

Concepted and designed several interactive screens for a client's large conference. Took the client's brand guidelines and helped expand them to fit into new stories and interactions. Concepted and designed animations, and then directed a team of animators on production.

Volkswagen Innovation Center California Designer

JUNE '19–SEPT. '19

Created on visual systems for various in-car and customer experience concepts. Brainstormed on several early-stage innovation projects in a highly collaborative team. Performed UX research and UI design for several electric car HMI systems and presented to stakeholders.

La Cocina Storyteller-In-Residence

OCT. '18–MAY '19

Designed a completely new website, print ads, and photoshoots for this Bay-Area non-profit. Implemented new brand guidelines, created by Office Design, as I helped craft story and strategy.

Office of Student Life, CCA Lead Graphic Designer

SEPT. '18–MAY '19

Came up with strategy and designed 2019/20 academic planner for all incoming CCA freshmen. Directed a team of designers, providing regular feedback, guidance, and mentorship.

Martin Venezky's Appetite Engineers Art Assistant

JUNE–AUG. '18

Assisted on a large-scale art commission for a corporate office. Worked side-by-side with Martin, executing his vision while also proposing new ideas. In addition, I designed and developed his entire photography portfolio site in collaboration with him.

PORTFOLIO

www.winstonstruye.com

SIDE PROJECTS

TypeThursday San Francisco Chapter Lead

JAN '20–CURRENT

Monthly open crit session for the type design and typography community. I organize events, try to expand our attendees, and manage fellow volunteers.

QuestionsOn.Design Designer & Editor

MAR. '19–CURRENT

Magazine investigating the state of design and how content traveling across media. Started as my MFA Thesis.

Young Photographers Nepal Director

FALL 2015

A crowd-funded teaching project for former street children in Kathmandu, Nepal. Was on the cover of GOOD Magazine in Summer of 2015.

EDUCATION

Masters in Fine Arts, Graphic Design

California College of the Arts, 2019

San Francisco, CA

Bachelor of Arts, Photography

R.M.I.T. University, 2012

Melbourne, Australia

CAPABILITIES

Brand

Editorial

Web

Interactive

Art Direction

Strategy

Type Design

Experiential