



Will Bowen.

Graphic & Multimedia Designer

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 willbowen.net

About

I am passionate about designing media that feels entirely unique. My portfolio is composed of style guides, web pages, book covers, and album artwork. Each of these exciting projects have helped to develop a discerning eye for aesthetics, clear presentation, and branding. I find great joy in working with others to execute their vision as well as working on my own in a more creative capacity.

Skills

Indesign, Illustrator,
& Photoshop

Final Cut Pro X

Video Editing

Event Planning

HTML/CSS

Layout design

Community
Outreach

Typography

Webflow

Multimedia Writing

Branding

Public Speaking

Education

University of California, Santa Barbara

B.A. Communication (Class of 2021)

Minor in professional writing for multimedia

- Graduated with high honors (3.81 GPA)
- Studied abroad in Auckland, NZ

Experience

Graphic Designer

Lucidesse

July 2021 - Present

- Refined and constructed modern, clear, and exciting brand guidelines.
- Worked closely with founder to expand the creative vision of the company & app.
- Effectively communicated with a small team to launch, market, and receive funding for the app.

Design Intern

Starting Lines

April 2021 - June 2021

- Designed a textbook cover, edited photographs, and created visual works for a publication that serves thousands of students.
- Updated and refined brand image to be more modern and cohesive.

Head Course Assistant

UC Santa Barbara Sociology Dept.

June 2020 - June 2021

- Served as the head course assistant for an upper division course with over 500 students every quarter.
- Led a team of ~14 employees, hired new employees, held office hours for students, presented multiple review sessions, and graded exams.
- Increased student engagement during online learning, leading to a noticeable increase in student scores & understanding of lecture material.

Writer, Event's Committee

SexInfo Online

April 2019 - June 2021

- Wrote articles pertaining to topics including human sexuality, love, health, and relationships for an online platform with readers from over 200 countries.
- Updated and revised previous content on the website in order to maintain up to date and accurate content.
- Planned more than a dozen local outreach events to encourage community engagement and awareness of our organization across multiple digital channels.