

William Madej

creative director

Creative Director with 20+ years of experience developing high-level, design-driven concepts. Expert in ideation, graphic design, client communication and team management. Compelled to create fresh narrative content that embraces our culture and inspires conversation.

EXPERIENCE

• Weigel Broadcasting

Creative Services Designer | 2024-present

I joined a leading company in operating national broadcast television entertainment networks to enhance their sales materials. I created dynamic presentations and highlight reels across all ten of their networks. I also create promotional elements for social media, print, and broadcast.

• Bird Blue Creative

Co-founder/ Creative Director | 2022-present

I founded and continue as a consultant for a creative agency, helping clients realize new visions for their brands through strategy, brand development, design, and execution.

• SMS Assist

Creative Director | 2016-2022

In this role, I established and led the first in-house design and video team for the tech company. We enhanced the brand's identity by updating sales materials, creating videos, and developing trade show presentations. Additionally, I initiated monthly video communications from the CEO and senior leadership to effectively engage our audience.

• CBS Television Stations Group

Art Director | 2012-2016

I led a team in developing strategies, creating designs, and delivering on-air and print assets for CBS-owned stations in Sacramento and Minneapolis. I successfully managed budget reductions while ensuring the achievement of our goals and maintaining the integrity of the CBS brand. Additionally, I created innovative visuals for integrated marketing initiatives spanning both web and print platforms, and I mentored team members in graphic design and digital media.

• Harpo Productions

Lead Designer | Motion Graphics | 2005-2011

For over 200 episodes of The Oprah Winfrey Show, I managed the creative work of the design teams that helped build one of the world's most famous brands. I focused on promotions for TV, print, and online. I created and directed the brand's creative vision, making sure the design matched Harpo Studios' goals. This meant encouraging teamwork and collaborating closely with editors, producers, clients, and celebrity talent.

TOOLS

Adobe Creative Suite
After Effects
Illustrator
Photoshop
Premiere
Invision
Cinema 4D
Figma

SKILLS

Creative Direction
Branding
Project Management
Visual Design
Motion Graphics
Print Design
Digital Design
Videography
Video Editing

AWARDS

2008 Telly Award, Silver
2008 Telly Award, Bronze
2009 Telly Award, Bronze
2009 Telly Award, Silver
2018 Power Award - Edison

EDUCATION

Columbia College Chicago
BA Television, Film, Design

