

# 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

- **SMS Assist**

Creative Director | 2016-present

This position utilized my experience in video production, print and digital design, and team leadership. Created the first full-time in-house design and video team for this Chicago based tech company. Lead the team in refreshing the overall look and feel of the brand in sales collateral, external and internal videos, and trade show presentations. Created updated brand guidelines and templates for the entire company to follow. Implemented an entertaining monthly video communication from the CEO. Worked closely with and directed senior leadership videos as well. Created and oversaw videos and presentations for all-company quarterly off-site meetings.

- **CBS Television Stations Group**

Art Director | 2012-2016

Managed a team in the strategy, design, implementation and delivery of all on-air and print assets for CBS owned stations in Sacramento and Minneapolis. Monitored expenditure and implemented budget reductions while retaining the department's capacity to achieve its goals. Respected the CBS brand through concepts and solutions that were consistent with the company's messaging and design integrity. Designed and executed innovative visual materials for integrated, cross-channel initiatives including web and print advertising. Mentored team members and inspired fresh and inventive graphics. Experienced in the social digital space.

- **Harpo Studios**

Lead Designer | Motion Graphics | 2005-2011

For over 200 episodes of The Oprah Winfrey Show, supervised and facilitated the creative process of the design teams that helped create one of the world's most recognized brands. Specialized in on-air, print, and online promotions for broadcast. Developed and directed the brand's creative vision, ensuring the design elements supported Harpo Studio's strategic goals. Guided collaborative thinking, working closely with editors, producers, external clients, and celebrity talent.

### TOOLS

Adobe Creative Cloud  
After Effects  
Illustrator  
Photoshop  
Premiere  
Invision  
Cinema 4D  
Extensive Mac & PC apps

### 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

