

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

- **Bird Blue Creative**

Co-founder/ Creative Director | 2022-present

Founded a creative agency and helped clients realize new visions for their brands through strategy, brand development, design, and execution.

- **SMS Assist**

Creative Director | 2016-2021

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 tech company. Led the team in refreshing the brand identity in sales collateral, external and internal videos, and trade show presentations. Implemented entertaining and engaging monthly video communications from the CEO and senior leadership.

- **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 expenditures 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 Productions**

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 Suite
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

