

PATRICIA O'HARE WILLIAMS

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Career Objective

Design or manage visual programs for print and web development.

O'Hare Williams, Marblehead, MA

presently

Principle and Creative Director

Develop design campaigns and provide graphic solutions for clients' marketing materials using print, web and electronic methods.

- * Redesigned all external affair collateral for Lasell College which resulted in greater than anticipated funding response
- * Conceived and produced cost-effective invitation design package for The Boston Club, which became a template for their subsequent invitations
- * Ensure consistency and quality control of branding for The Boston Club, Heart to Heart Fund and Generation Helpers
 - * Translate objectives and create visual solutions by integrating type and graphics for editorial, marketing collateral and web presence
 - * Create original artwork for logos, illustrations, presentations and layouts in necessary file formats
 - * Maintain libraries of graphics and project specifications
 - * Design packaging, billboards and retail displays
 - * Proficient in Creative Suite 4 including InDesign CS4, Photoshop, Illustrator and Quark

Partial list of clients:

Addison Wesley Longwood Publishing Co.; The Boston Club; City of Salem, Mass.; Generation Helpers, Inc; Grand Bank Corporation; Heart to Heart Fund, Pediatric Cardiology, Tufts-New England Medical Center; Key West Race Week; Little, Brown Publishing Co.; Lasell College; and MA Department of Public Health

Marketing Basics Applied, Inc., Marblehead, MA

Art Director

- * Oversee budgets, style guidelines and long-term planning of graphic design projects including creation of timeline for meeting project deadlines
- * Created and directed all visuals for the agency's branding and marketing campaigns
 - * Designed product brochures and assigned freelancer to specific assignments
 - * Created signature logos for events and all collateral associated with the event

Partial list of clients:

Audi of America; Hood Sailmakers and Cruising Design

Previous Graphic Design Positions

Addison Wesley Longwood Publishing Co., Reading, MA

New England Rare Coin Galleries, Boston, MA

Yankee and New England Business Magazines, Dublin, NH

Special Achievements

Illustrated and self-published "Marblehead Coloring Book"
Chairman, Marblehead High School's Public Art Program

Education

Loretta Heights College, Denver, CO and Keene State College, Keene, NH