

GOŁOSKI

Bill Gołoski

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Professional Experience

CREATIVE DESIGN MANAGER

Oregon Tech

Wilsonville, OR: June 2015 - Present

Klamath Falls, OR: March 2011 - June 2015

- +10-years professional experience in higher education internal marketing and communication/public affairs offices, inventing graphic identity standards and serving as brand management authority.
- Developed creative marketing campaigns, messaging, and print materials for admissions recruitment, contributing to increase in university enrollment by 3.3% annually (excluding high school programs).
- Designed and produced direct mail campaigns for Online Education office, leading to a increase of 43% in entrance results across 6 tracked links; decreased bounced rates from 41% to 17%.
- Initiated Pandora advertising for university, producing largest documented increase in traffic by +700 visitors to university website by a single campaign.
- Photographer for special events; produces annual Facebook album of Commencement photos that organically reaches more than 20,000 users.
- Staff leadership position, +2 FTE and budget authority of \$150,000 budget.
- Provided Art Direction for University Publications, Website, Social Media, and Environmental/Space Design.
- Master of print design and production: Ad Design, Display Advertising, Catalog Layout, Single-page Flyers, etc.

ASSISTANT DIRECTOR OF CAMPUS DESIGN

Morrisville State College

Morrisville, NY: September 2010 - February 2011

- Responsible for creative direction of the campus' graphic identity through print, web, and all other media.
- Supervisor of the web department and printing services area.
- Photographer for campus events.

GRAPHIC DESIGNER

Morrisville State College

Morrisville, NY: June 2005 - September 2010

- Responsible for creating and maintaining the graphic identity of the college.
- Designed and coordinated print production of all major campus publications.
- Photographer for campus events.

PRODUCTION ARTIST

Stray Cat Communications

Syracuse, NY: December 2004 - June 2005

- Production artist duties, assigned to Art Director

INTERN

Eric Mower & Associates

Syracuse, NY: Summer 2003

- College internship. Observed projects that included Welch Allyn, Renaissance Fair, and other companies.



Teaching Experience

ADJUNCT INSTRUCTOR

Oregon Tech

Business Communications 256

Klamath Falls, OR: Winter Terms, 2013- 2015

Emphasis on effective content, structure, tone, and visual format for both internal and external communication. Students compose various commonly occurring business documents achieving effectiveness in design, organization, content, and style, applying current graphic design and visual-design principles. Non-tutored, Adjust instruction.

Areas of Expertise: +10-years professional experience

Principles of Design. Alignment (Balance, Symmetrical, Asymmetrical, Radial, Pattern); Emphasis/ Focal Point (Contrast, Isolation, Placement); Rhythm (Color, Shape, Texture, Fonts); Composition (Hierarchy, Proximity, Grid, White Space).

Discussion. Marketing and Graphic Design. Branding, campaigns, visual and graphic identity.

Prepress Production. Printing Process, Color Mode, Resolution, Image Format, Vector Format, Paper Choice.

Resources. (Fonts, images, color scheme generators)

Adobe Creative Suite

InDesign. Document setup, placing images, text, graphics, logos, etc. File preparation, File management, File distribution, Literacy with software interface

Photoshop. Pixel-based image formatting, Transforming images; image adjustments, color; Document setup, resolution, color mode; File formats

Illustrator. Vector-based images, graphics; Pen-tool; Document setup; File formats

Other Software Experience

Quark Xpress, Adobe PageMaker, Adobe After Effects, Macromedia Flash, Macromedia Dreamweaver, Microsoft Office (Outlook, Publisher, Word, Excel, Powerpoint)

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Education

BACHELOR OF FINE ARTS:
VISUAL COMMUNICATIONS
Cazenovia College, NY
Visual Communications Award
Summa Cum Laude
May 2004

MAJOR: ILLUSTRATION
University at Buffalo, NY
2001-2002

Honors and Achievements

*MVP - Most Valuable Partner to
Oregon Tech Development Office, 2015*

*Higher Education Marketing 26th Annual
Educational Advertising Awards 2010:
Bronze, Direct Mail Advertising Campaign
Merit, Total Advertising Campaign*

*2007 SUNY CUAD Award:
Best of Category - Fundraising for
Excellence Publications*

*2007 SUNY CUAD Award:
Judges Citation - Websites for Excellence*

*Division of Art & Design Academic
Excellence Award.
Cazenovia College*

*Program Merit Award:
Cazenovia College*

Institutional Services

- **Board of Trustees:** Oregon Tech
Appointed by Governor Kate Brown
- **Administrative Council:** Chair & Spirit Week
Coordinator - Oregon Tech: 2013-2016
- **Marketing Committee** - Oregon
Tech: 2011-2016
- **Bookstore Advisory Committee**
Oregon Tech
- **General Education Review: Broadcasting and
Marketing Task Force Subcommittee**
Oregon Tech
- **2015 Governor's Food Drive:** Chair 2014