

Will Houser

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Experience

AIGA LOS ANGELES

Education Committee Coordinator

SEPTEMBER 2016 – PRESENT | LOS ANGELES, CA

Asked to become a member of the AIGA LA board by AIGA LA President Jason Adam. Collaborated with board members in an effort to structure the AIGA LA mission statement, plan future events, analyze big picture goals, address past issues within the education committee, and set a new, positive precedent for the future of AIGA LA and the students involved.

HUB 101

Graphic Design Intern

MAY 2016 – PRESENT | WESTLAKE VILLAGE, CA

Put in charge of creating a cohesive brand and identity for HUB 101, based off a newly redesigned logo. Tasked with implementing that new design into their marketing through web, print, merchandise, and social media. Major design and marketing strategies were conceptualized and implemented through my leadership and approval from superiors. Designs had to adapt between multiple mediums and were even brought into the physical workspace to enhance and grow HUB 101.

CALIFORNIA LUTHERAN UNIVERSITY

Multimedia Departmental Assistant

MAY 2015 – PRESENT | THOUSAND OAKS, CA

Put in a leadership role in the multimedia department and tasked with working with faculty, professors, and students. Duties include: assisting students with class projects, answering technical skill and design questions, designing department media, technology support, and being an overall leader of the multimedia department.

TAJIMA CREATIVE AGENCY

Graphic Design Intern

MAY 2016 – AUGUST 2016 | SANTA MONICA, CA

Worked alongside creative directors as well as design teams in branding, marketing, package design, logo design, rebranding, photo selecting, typography, and color pallets. Was flexible and able to work both remotely and in-house. Displayed superb communication skills with design teams, which allowed for a positive environment and efficient workflow. One of the tasks assigned to me was designing an infographic for David Hume Kennerly's Archive Creation Project.

THE CSD GROUP

Graphic Design Intern

FEBRUARY 2016 – APRIL 2016 | SANTA MONICA, CA

Took in creative briefs, designed brand identities and their marketing material, created presentations, and presented my creative approaches to CSD for review. Built presentations showcasing marketing and designs for both startup and established companies. Had to creatively interpret each creative brief and made crucial design choices for the brand and marketing strategies by the content of the creative briefs.

SOUTHERN WINE & SPIRITS OF CALIFORNIA

Graphic Design Intern

JUNE 2015 – AUGUST 2015 | OXNARD, CA

Designed menus, advertisements, and promotional items for Southern Wine & Spirits of California that focused on their vendors and promoting their items to increase sales. Exposed brands to consumers, which led to increased profits for events and restaurants.

Education

CALIFORNIA LUTHERAN UNIVERSITY

BA Multimedia, Graphic Design

SEPTEMBER 2013 – MAY 2017 | THOUSAND OAKS, CA

On schedule to graduate Cum Laude from California Lutheran University Spring of 2017 with a BA degree in Multimedia with an emphasis in Graphic Design/Print. Enrolled in classes such as Intro to Media Theory/History & Creative Development, Advanced Multimedia I & II, Developing Internet Content: HTML/CSS, Digital Illustration, Computer Graphics, Design, Advanced Computer Graphics, Graph Design & Multimedia Integrity, Digital Photography, Visual Effects, Motion Graphics & Animation, and Advertising Art I.

Technical Skills

Adobe Photoshop	Adobe After Effects
Adobe Illustrator	Adobe Premiere Pro
Adobe Lightroom	Adobe Muse
Adobe InDesign	Photography DSLR Canon

Expertise

Brand identity	Print design & layout
Illustration	Typography
Marketing	Concepting & research
Web design	Communication

Communities

CLU AIGA STUDENT CHAPTER

Club Founder & President

FEBRUARY 2014 – AUGUST 2016 | THOUSAND OAKS, CA

Founder and President of the first CLU AIGA student chapter. My presidential functions included creating a chapter brand identity, leading, interacting with student government, communicating with staff, professors, students, and the AIGA LA board of directors, coordinating and hosting events such as Design for Good, and ultimately giving a voice to the CLU graphic design community.

CLU AIGA STUDENT CHAPTER

Club Member & Advisor

AUGUST 2016 – PRESENT | THOUSAND OAKS, CA

Not only was founder and president of CLU AIGA, but also participated in club activities as well as was a key advisor to the club after my presidential term was fulfilled.

CLU ENTREPRENEURSHIP CLUB

Club Member

MAY 2016 – PRESENT | THOUSAND OAKS, CA

Member of the CLU entrepreneurship club. Assisted in designing marketing tools and booth designs for the club itself. Assisted other members in design and marketing strategies for their projects and career opportunities.

