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**William Chu**

Art Director & Designer  
[www.design-will.com](http://www.design-will.com)

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**P:** 1 (408) 340-3998  
**E:** [ashjaw@gmail.com](mailto:ashjaw@gmail.com)  
**A:** 745 Hyde St Apt 23  
San Francisco, CA 94109

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## Education

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### *Academy of Art University*

San Francisco, California | FEBRUARY 2007 – AUGUST 2010  
Undergraduate Computer Arts New Media  
B.F.A. Degree

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## Experience

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### *IDG Entertainment*

DESIGNER

San Francisco, California | AUGUST 2010 – AUGUST 2011

- » Art directed Gamepro Magazine.
- » Redesigned Gamepro Magazine 2011 and received numerous acclamations from noted video game websites such as GameSetWatch, Gamasutra, Neogaf & Kotaku.
- » Directed photoshoots, designed custom typefaces, illustrated custom artwork, and created layouts for the magazine.
- » Helped direct and execute the overall direction of Gamepro magazine.
- » Did outside contract work for BradyGames and E3 expo. This includes the Show Daily Redesign and the Quarterly Buyer's Guide

### *IDG Entertainment*

ASSOCIATE DESIGNER

San Francisco, California | FEBRUARY 2008 – AUGUST 2010

- » Assisted the art team with the 2010 Gamepro Magazine redesign.
- » Custom illustration, typography, and layout work.
- » Directed Photography and the motion graphics segments.
- » Responsible for the print processing, press checks and color checks.

## Clients

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Ubisoft

LucasArts

Alienware

Raptr

Activision

SNK Playmore

Malibu Magazine

E3

Gensler

## Volunteer

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### *Saratoga City Hall*

EVENT COORDINATOR

Saratoga, California | JUNE 2001

- » Planned after school events for youth such as community picnics.
- » Helped sorting out office paperwork.

## Skills

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### *Design Arts*

InDesign

QuarkXPress

Illustrator

Photoshop

Flash

After Effects

Dreamweaver

Cinema 4d

### *Software*

Microsoft Office

Keynote

BBedit

Logic Pro

Final Cut

Reason

### *Fine Arts*

Serigraphy

Lithography

Bookbinding