



William Drescher

Creative • Graphics Management • VR • Motion Design

wmd@williamdrescher.com c: 206-218-5921 3400 Jal PI NW, Albuquerque NM 87120 social media: [wmdrescher](#)

My expertise encompasses a collaborative process that focuses on design, speed, and flexibility, my expertise with design, software, problem-solving, training, budgets, and project management, ensure that deadlines are met, and projects exceed creative expectations.

EXPERIENCE

CREATIVE DIRECTOR - VR & RT3D EXPERT - CONSULTANT

williamdrescher.com • Virtual Sets and Motion Graphics

- Nov. 2011 - Present ▼ NYC, NY - Albuquerque, NM
 - Branding and design, award-winning expertise in motion graphics, print, and web
 - Team leadership, presentation, mentoring and training of artists, producers, and clients
 - Developer with 15 years and **expertise with motion design and VR**,
 - Unique **Virtual Sets, Augmented Reality** and UX interface designs

ART DIRECTOR & VIRTUAL SET DEVELOPER

ABC World News / GMA / ABC Digital

- JUL. 2014 - Jan. 2017 ▼ NYC, NY
 - Art Director: ABC World News Tonight, Good Morning America and Special Projects**
 - Virtual Sets and Augmented Reality Developer for ABC News Digital
 - In-house mentor and trainer for broadcast and broadband graphic artists
 - Social Media for ABC World News Daily feeds.

DESIGN DIRECTOR

BELO NW / KING TV / KONG TV / NWCN / KING5.com / NWCN.com

- OCT. 2005 - NOV. 2011 ▼ Seattle, WA
 - Branded and launched more than **30 successful TV shows and their digital products.**
 - New Day NW, Pete Carroll Show (NFL), Gardening with Ciscoe, Moore to Life,**
 - NW Sports Tonight, NW Backroads, Evening Magazine, New Years at the Needle**
 - Clients and Partnerships
 - Seattle Seahawks, Microsoft, ALS Foundation, Starbucks, Rachel's Challenge,**
 - Boeing Golf Classic, and other Seattle Brands**
 - Built, developed and managed a successful industry leading department using bleeding edge technology, mentoring and training for artists and producers
 - Industry leader for automation graphics and graphics project management
 - NAB Presenter for Apple Computer for my \$800,000 technology project
 - National Emmy's, duPont and Murrow awards

GRAPHICS PRODUCER & FROST MANAGER & TRAINER

NBC Nightly News

- NOV. 2001 - JUL. 2004 ▼ NYC, NY
 - Developed Real-time 3D motion graphics for NBC Nightly News and Special Events
 - Trained and mentored designers with RT and After Effects Motion graphics.
 - Designed and built graphics suite integrating Mac, PC & SGI, After Effects Expert
 - Three awards for innovation** in motion design and graphics production

TEACHING

NYC Motion Graphics users.org (link)

- 2000 - 2006 ▼ NYC, NY
 - FOUNDER, HOST, PRESENTER, AFTER EFFECTS GURU
 - Largest Motion Design Users Group in the U.S
 - Sponsored by Apple, Adobe, Autodesk, and others
 - 1400 NYC Members

ASSOCIATE PROFESSOR FOR MOTION DESIGN

- 2000 - 2004 ▼ NYC, NY
 - School of Visual Arts
 - NYU [Center for Advanced Digital Applications](#)

PORTFOLIO

CREATIVE DIRECTION, MOTION GFX, VR

<http://williamdrescher.com>

Examples of Branding, VR, Broadcast, Social, Web, and Print.

STRENGTHS

COAST• Creative Project Management (link)

Team Leader

VR & Virtual Set Design/Development

Graphics Management and Budgeting

Motion, Web and Print Graphics

Graphic Automation, Systems Design, Server

Design,

Asset Management Design & Deployment.

Video to Web Integration and encoding,

Web Design and CSS

ETHOS

“WHEN YOU MAKE SOMETHING
NO ONE HATES, NO ONE LOVES IT.”

- [TIBOR KALMAN](#)

SOFTWARE

After Effects & Photoshop Beta Expert, Adobe CS,

Plugin Beta Tester, Cinema 4D, Final Cut, **Unreal E4**,

ZeroDensity Reality, Ross XPression, Vizrt, Brainstorm,

AVID Maestro, MIMO TV, Chryon/HYBRID. RT Software

tOG, CSS, HTML, UX Development, Maya, 3d Studio

Max, Curious, Google and BING Maps expert, Avid

Inews, Discreet Logic Flame; MS Office Suite, Keynote,

Pages, Live Studio Camera Operator and Tracking

EDUCATION

GRAPHIC DESIGN - VIDEO, MULTIMEDIA

New School of Social Research & School of Visual Arts

■ FEB.. 1994 - JUL. 1995 ▼ NYC, NY

PHOTOGRAPHY, TYPOGRAPHY, DESIGN

Museum School of Fine Art

■ Jan. 1991 - Sep.. 1993 ▼ BOSTON, MA

FILM, VIDEO, NEGOTIATION

Emerson College

■ Sept. 1990 - Sep.. 1993 ▼ BOSTON, MA

MEDIA, BUSINESS, PROGRAMMING

Suffolk University

■ Sept. 1990 - Sep.. 1993 ▼ BOSTON, MA