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SPECIALTIES

Creative Direction
Design Team Leader
Motion Graphic Design
VR and AR
Real-time 3D
Graphics Training
Graphics System Design

"William Drescher was my Art Director at KING 5 Television for seven years. In that time, he has proven to be a talented designer/ animator, hi-tech wizard and a manager who truly cares about his staff. I am proud to have been part of many design packages such as The Pete Carroll Show, 2012 Elections, New Day Northwest, Winter Olympics and Summer Olympics in which Dresch Art Directed from concept to completion. Perhaps his biggest accomplishments was on the tech side where he installed the Xsan and the Mac work stations that is still being used. Furthermore, he was instrumental in the development and usage of Avid Thunder, Brainstorm eStudio, Vertigo automation as a part of our everyday on-air tools. It was a pleasure to work with Dresch and I feel he will be an asset to any future employer."

— **John Vu**, *Motion Graphics Designer, KING 5 Television*,
- reported to William at KING/KONG/NWCN/ Belo

"William is a powerhouse of creative ideas and a wealth of knowledge in this industry. His hands on design work helped mold our unit's distinct and widely applauded professional on-air appearance."

— **Steve Douglas**, *Investigative Photographer / Editor, KING-TV*,
- worked with William at KING/KONG/NWCN/ Belo

"William (Dresch) provided unparalleled service to our entire investigative unit at KING TV. He was passionate about our projects and came up with unique, engaging, award-winning concepts for our graphics. I can say that some of my best work popped out of the screen and helped immensely with storytelling because of the graphic concepts Dresch came up with and then then carried out by him personally or by one of his staff members in the Graphics Lab."

— **susannah frame**, *Investigative Reporter, KING Television*,
-worked with William at KING/KONG/NWCN/ Belo

"With Dresch leading the way in the design department, we had a sense of unity and camaraderie. I rarely-if-ever experienced a manager that would take charge and also be willing to be in the trenches with us. A walking knowledge base of technology is also one of many of Dresch's strengths. I'm amazed that he is willing to share all that he knows about After Effects with the design group; never a day goes by when Dresch would discover a new effect or a style and be happy to share how they did it to us. A person of this caliber rarely comes along, and I am fortunate to be able to work alongside him."

— **Tri Kibler**, *Broadcast Design, KING TV*,
-reported to William at KING/KONG/NWCN/ Belo



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"William is a talented professional, a sound mentor, and results-oriented manager. He knows design and technology inside out. He has an amazing mind where the analytical, provides prudent, business-oriented assessment (what will work), compounded with a wonderful sense of design (what will look great.) William's artistic eye knows what will 'look good, and what will look right'. He puts himself in others' shoes, working to deliver for all, efficiently and effectively. He understands design like few I have worked with in media and marketing. His ability to interact with clients makes him welcome at planning, brainstorming or fact-finding meetings as well as teleconference sessions. He listens appropriately then extends himself. He is collaborative and values the input of others. Numerous times he was so very helpful to me. He would 'reduce down' hearing a need and then respond in an expedient but solution-oriented manner. He would manage and appropriately delegate always hitting the timeline and deadlines. This makes him an amazing marketing professional. He has a great eye, one for detail, which numerous times kept us safe, assuring that both client and our company were well-taken care of...wins realized by both parties. William sees beyond the immediate and adjacent world and gives back to all a perspective that is well-footed because of his life's pursuits, professional and personal interests. He is distinguished and well-read in multiple disciplines, verticals and industries, William will make a valued contribution, by project or position, to those lucky enough to work with him. What a pleasure it's been for me to have worked with this talented manager, and accomplished individual. I would greatly enjoy working with William again."

— **Kevin Cooney**, *Regional Sales Manager, BELO*,

-worked with William at KING/KONG/NWCN/ Belo

"William lead the team that designed an amazing graphic package for a very important client of mine. These professional and effective graphic elements were used for a highly successful and cohesive campaign that included a telethon, PSAs, vignettes and more. William was responsive, collaborative, creative and professional, he made me and the organization look great to our client."

— **Jessica Hagan**, *Local Marketing Executive, King Tv/King5.com/Belo Media*

-worked with William at KING/KONG/NWCN/ Belo

"As Design Director, William came to KING 5 TV and reorganized the design department into an advanced and highly efficient graphical division. His pragmatic design direction and implementation of emerging technologies were paramount to many successes of the company. Unselfishly he dispenses years of experience with his team, bringing everyone to a strong level of technical efficacy. I relish his knowledge and leadership because he genuinely wants those around him to succeed and I'm better equipped and more confident professionally because of him. I would jump at the chance to work for him at any time. He's one of a kind."

— **Kristian Tonnessen**, *Graphic/Motion Designer, KING 5 Television*,

-reported to William at KING/KONG/NWCN/ Belo



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"During Dresch's first few months as Design Director at KING he successfully lead the way in switching the aging Quantel based department over to Apple with XSAN server. He installed various software and plugins on 7 G5 Towers and has continued to keep them up to date to this day. Dresch has done an amazing job training myself and other artists throughout his 7 plus yrs at KING as well as educating many others at the station / sharing his expertise in several fields. Dresch has proven to be an excellent Art Director, he is a natural leader, quick thinker, likes to visualize and pitch innovative ideas, expert production skills, knows branding, and always willing to go above and beyond. Ask him, "how did you do that?" He will explain in detail just like a tutorial. The KING graphic standard is top notch thanks to his design direction and leadership."

— **Oliver Massey**, *Broadcast Graphic Designer, KING-TV (NBC)*,
-reported to William at KING/KONG/NWCN/ Belo

"William "Dresch" Drescher is what you'd call a clutch player -- someone who you can count on to get the job done under any circumstances. There have been many occasions where New Day has needed an entire graphics package created from scratch and ready for air in 24 hours, and not only does Dresch's team get the job done, he makes sure the job is done right to our standards and the client or sponsor's standards. He always goes above and beyond to make sure the look and feel of our graphics packages and animations fit in stylistically with the spirit of the show. As an Executive Producer, it's comforting to work with someone like Dresch who is dedicated to delivering the highest level of work imaginable."

— **Lindsay Sieverkropp**, *Executive Producer, "New Day Northwest", Belo*,
-worked with William at KING/KONG/NWCN/ Belo

"William Drescher has been an outstanding mentor in the past 6 years of working with him. He has encouraged me to articulate my skill sets and challenged me to grow as a motion graphic artist and professional in the field."

— **Amber Trail**, *Motion Graphic Designer, King Broadcasting Co.*,
-reported to William at KING/KONG/NWCN/ Belo

"Working with William over the last 4 plus years has been a great experience. Since I work in the sales department and William is our Design Director there is quite a few instances where William and his team are needed to complete the graphics requirements that are sold to our clients via our Marketing Executives. I am in a liaison position representing the sales department and working with William on ticker requests, NWCN minute production, graphic requests and all other in content based sales requests. In working with William I have always been impressed with the way he can explain graphic terminology and processes in an easy to understand way that a client or sales person can understand. It has always been a pleasure working with William and I would highly recommend him and his abilities to anyone."

— **Matthew MacNair**, *Supervisor of Sales Support Process, BELO, NBC Seattle*,
-worked indirectly for William at KING/KONG/NWCN/ Belo



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"Here is one undisputed fact about William Drescher: He loves what he does and he shares that enthusiasm with everyone around him. I learned more in my three years working with William in his role as Design Director at KING than anywhere else in my 22 year broadcast news career. William is highly creative and enjoys nothing more than brainstorming ways to use graphics and animations to make stories and specials stand out. He and his design team are also happy to explain the process they use to turn a kernel of an idea into 2D (and even 3D) reality. He and his design team are some of the most easily accessible men and women I've ever known. I admire and respect William's tremendous talent and enjoy the camaraderie with which he shares his knowledge and passion for graphics and animation. I appreciate the time and care he and his crew take, to make sure they design exactly what I want, but his kindness and compassion are what sets him apart from other Design Directors I've known. William is not just a top-notch designer; he's a top-notch person who I'm proud to call a friend. I would be honored to work with him anytime."

— **Su Ring**, *Executive Producer, KING 5 TV*,
-worked with William at KING/KONG/NWCN/ Belo

"William produced a top-notch motion graphics user group meeting at Digital Video Expo East. William's efforts yielded a productive technology exchange and fostered networking opportunities within the creative community."

— **Colin Zink**, *Director, Digital Video Expo and Marketing Director, NewBay Media*,
-working with William at NYC Motion Graphics Organization

"William is one of the most intelligent, detail oriented people I have ever had the pleasure of working with. His constant search for a more productive way of working was infectious and motivated me to perform at my best. I always felt that he made it a point to share his wealth of knowledge with me. Not only to advance the product we were producing but to genuinely educate me and prepare me for future career advancement. William sees the strengths a person possesses and has a keen sense of just how to help them perform at their best. I gained so much experience from William and I continue to use the workflow solutions he implemented when I was working for him. I would jump at the chance to work for William again if the opportunity ever presented itself. I know there is much more I could learn from him."

— **Ken Herzog**, *Senior Designer, WKMG-TV*,
-reported to William at WXTF

"I've been working in the digital video industry for over 10 years and of all the customers I've had, William is one of the most knowledgeable in all facets."

— **Colin Sharp**, *Vice President, Toolfarm.com*,
-was a consultant or contractor to William at NBC News Designworks



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"William Drescher is a dynamic, creative artist. His body of work is populated by countless projects that reflect his recognition as an "A-list" designer. I've had the pleasure of working with Bill early in our careers. His vast knowledge, fueled by his energetic excitement is infectious; Bill inspires his peers to discover new perspectives and methods to effect creative vision. Further, William is an articulate and a gentleman. It is my pleasure to enjoy his association."

— **Tim Bond**, *Colorist/Asst. Colorist, Post Perfect NY*,
-worked with William at NBC News Designworks

"William was a terrific champion for After Effects and invested countless personal time establishing one of the first Motion Graphics user groups. Two things that stand out for me about William are: 1) his dedication to sharing his vast amount of knowledge, 2) his insightful feedback regarding ways to improve software tools he uses in his craft."

— **Steve Kilisky**, *Principal Product Manager, Adobe Systems Inc.*,
-was with Adobe when working with William at NBC News

"More than anything else, William is a confident graphics artist with design having highest priority while not hindering workflow. I worked directly with William Drescher and his colleague Gary Betourne during their redesign of KING-TV graphics with Weather Central's system. This was a full redesign using Weather Central's Fusion platform. The look was challenging and unique in the field of broadcast, but William was able to fully understand our system's limitations and was able to export a look that catered to its strong suits (especially related to real-time workflow). The system was entirely renderless at the end of the design process while still maintaining a dynamic look. Overall, I envy William's attention to detail, his retention level, and strong desire to learn the inner workings of the system he is designing for. As an installation coordinator, William was easy to get along with, very understanding when I was explaining limitations (as compared to Adobe products), and strategic in execution. I'd work with him again!"

— **Matthew Porcelli**, *Graphics Specialist, Weather Central*,
- worked directly with William at NBC News Designworks

"William is a self motivated worker with vast experience in real-time broadcast graphics. William understands the business well and pushes to learn and apply new technology."

— **Paul Lacombe**, *President & CEO, UNREEL*,
-was with Unreel / Ross Video working with William at KING TV



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"If it has to do with broadcast digital graphics, William Drescher knows how to make music. As Art Director of NBC Nightly News, I was always leery of new Designers and Animators, but when William Drescher joined our team as a real-time 3D Animator, I was blown away by the expertise and graphic capabilities he unleashed with just ten fingers. Our \$250,000 Discreet Logic Frost 3D system had been unimpressively used by several different artists, on and off, for several months. And then Drescher sits down in the same chair and starts making pure music, almost from the instant he walked through the door. He made that machine stand up and dance! It distinctly reminded me of the story of the dusty old violin at auction, being played by a master, and thus increasing its value hundreds of times. So, my first take on William was that of an artist and animator, adeptly and thoughtfully creating animated graphic scenarios for Nightly News... and he was a virtuoso. A few years later, after I had opened a mapmaking consultancy, I had the opportunity of training his staff in Seattle, where he is Design Director and Graphics Technology Development Manager for the Belo Television group and KING-TV. I've never met such a legion of amazingly knowledgeable and technologically-capable Designers as I found in his department. Amongst other things, he showed me live-to-air capabilities - that he had devised - that I had never seen before, a full two years in advance of any similar off-the-shelf solutions, and at considerable cost savings. My second take on Drescher was as an art director, manager and technology improviser/combiner. He's like a conductor, bringing together wildly disparate parts and people, and once again, maximizing their capabilities, resourcefully gathering and recombining the technology and talent available, and making real, practical music. Make no mistake about it. This guy is brilliant."

— **David Wells**, *Art Director/Graphics Producer, NBC Nightly News*
-managed William at NBC News Designworks

"William is one of the smartest colleagues I've ever had. You could say he is a "technical guru" but he is also a phenomenal photographer and artist. He has vast experience in so many computer platforms. He was very valuable at NBC during the years he stayed with us."

— **Magda Stenzel**, *Today Show Senior Artist, NBC Universal*,
-worked indirectly for William at NBC News Designworks

"William Drescher is one of the most organized and talented designers I have had the pleasure to collaborate with during my professional career."

— **Michael O. Farris**, *Graphic Designer, NBC Universal*,
-worked directly with William at NBC News Designworks