

William Lawrence Parker III (Trey)

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OBJECTIVE

To leverage my extensive talents & experience in a brand centric creative atmosphere as an Art Director in Advertising, Marketing or Event Promotions.

SUMMARY

- ✧ Proven record in creative problem solving for meeting strategic goals
- Accomplished design, communication and presentation skills
- A diversified range of management skills to implementation
- ✧ 10 years of advertising and marketing experience
- ✧ 11 years teaching; elementary, secondary, college and adult education
- ✧ 17 years in layout, graphic design, and visual presentation
- ✧ 21 years in photography, film and video
- ✧ 24 years in drawing, painting and printmaking

EXPERIENCE

- Current:** Full time instructor in Visual Communications & Digital Media  
Katharine Gibbs School, New York, NY *March 2001*  
Owner of Trey Vision, A Freelance Design Group & private lessons in advertising, design, graphic applications & photography.  
Owner of Spice Events, Promotion of cultural and dance events. *July 2000*
- Sr. Designer: William M. Mercer, New York, NY *November 1996 to June 2000*
- Freelance graphics/design/art direction for CNS New York, NY;  
DDB Needham (Michelin, CNN, Bayer, Evian) *March 1996 to November 1996*  
Ernest & Young (new business multimedia presentations) *August 1995-March 1996*  
Harvest Communications (Sony movie posters) *February 1995 - August 1995*
- Artist Assistant: Stan Herd, Crop artist; Lawrence, KS & New York, NY  
Managed and directed the NYC "Countryside" site and other projects in Kansas.  
Shot the site photography, assisted on filming the documentary, created a variety of graphic designs for promotion and posters. *May 1994-November 1994*
- Drawing II Instructor: *January 1991-December 1993*  
University of Kansas; Lawrence, KS
- 18 years experience on Macintosh/Apple computers, plus a wide variety of scanners, printers, video & digital cameras
- **Expert Level:** Illustrator, Photoshop, Power Point, Quark
  - **Advanced Level:** After Effects, Painter, Premier
  - **Proficient Level:** Dreamweaver, Director, Final Cut, InDesign

EDUCATION

- MFA : Performance Art & Painting - University of Kansas; Lawrence, KS, (1994)  
• Received a variety of awards for design and painting.
- BFA : Painting - University of Kansas; Lawrence, KS, (1991)  
• Received scholarships in design and painting
- BSE : Art Education K-12/Mass Communication -  
Northeast Missouri State University; Kirksville, MO, (1980)  
• Received multiple awards & scholarships in design and painting

Portfolio and References available upon request.