



CREATIVE DIRECTOR **WILL** GRAPHIC DESIGNER **DIETRICH**



WWW.WILLDIETRICH.COM

ASSOCIATE CREATIVE DIRECTOR **VERGE COLLECTIVE**

JAN 2017 - PRESENT // GREATER LOS ANGELES AREA

Working closely with the CEO, executives, and designers at the company-developing cutting-edge brands, applications and software.

Encompassing the entire spectrum from concept through to execution on brand identity, effective design, marketing direction & strategy. Filling the roles of creative director, graphic designer, copywriter and project manager.

PRODUCTION ARTIST & SENIOR GRAPHIC DESIGNER **ROCKSTAR ENERGY DRINK**

APRIL 2016 - PRESENT // BEVERLY HILLS, CA

Part of the tight-knit creative department at the company headquarters in Beverly Hills, handling all things design for the company internationally. I had the opportunity to grow with the brand, launch exciting new products, and advertise a lifestyle. Regularly initiating & producing graphic solutions for web-based marketing and social. Additionally, I've handled advertising direction for events, creating decks/pitches, producing sales collateral, vehicle wraps/athlete apparel and printed in-store graphics throughout North America, South America, Europe, and Australia.

ART DIRECTOR, GRAPHIC DESIGNER, PRODUCTION ARTIST **CREATIVE CIRCLE**

SEPT 2012 - JULY 2016 // VARIOUS LOCATIONS

Creative Circle is a specialized staffing agency that connects innovative advertising, marketing, creative, digital, and interactive professionals with companies seeking talent on a full-time or freelance basis.

Clients relied on me to execute polished aesthetics that fit market needs and current trends, often at an extremely fast pace. On a contract basis, I was called into studios and businesses to assist in productions of high volume. Sometimes effectively managing small teams to delegate workflow and provide vision to large projects.

GRAPHIC & PRODUCTION DESIGNER **CLUB W**

OCT 2015 - MARCH 2016 // PLAYA VISTA, CA

WINC (formally ClubW) is an online platform that customizes ever changing wine lists for user's based on their pallet, delivering directly door to door. I worked with the design team and video department to ensure the highest quality graphics for everything from product labels to web content. Collaborating with various wineries on creating suitable brand aesthetics.

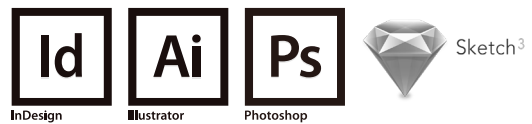
MARKETING DIRECTOR **THE PLAYHOUSE GROUP**

JULY 2014 - AUGUST 2015 // HOLLYWOOD, CA

Leading the design direction and event marketing for DJ promotions, takeovers, celebrity guests and various connected restaurant establishments. Designs include banners, newsletters, social media, web content, posters, flyers, menus, and decor. The Playhouse Group also owned and had just opened 'Rise-N-Grind' on Hollywood, which I spearheaded as a top-to-bottom brand.

SAVANNAH COLLEGE OF ART & DESIGN (SCAD)
BACHLOR OF FINE ARTS (BFA)
Class of 2013

RHODE ISLAND SCHOOL OF DESIGN (RISD)
STUDIO ARTS, GENERAL
Pre-College



- ADOBE LIGHTROOM
- ADOBE ACROBAT
- KEYNOTE
- FINAL CUT PRO
- MICROSOFT OFFICE
- AFTEREFFECTS
- ADOBE EXPERIENCE DESIGN

BRANDING // DESIGN // CREATIVE DIRECTION
PROJECT MANAGEMENT // UI DESIGN
COPYWRITING // PRODUCTION



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