

An Artist's Story

"Trust me Mommy
it'll look great
on a shoe!"



Started out young in life with crayons in tow practicing my art on anything I could get my hands on - including, unfortunately, the hood of my mom and dad's brand new '61 Ford Falcon. From there it was grade school and being the 'class artist' - a title which brings with it getting saddled with everything from helping Miss Peasnicker with the Thanksgiving room decorations to painting *all* the scenery for the sixth grade play of "Our Town"...

...On to college in the late '70s to major in Graphic Communications with a minor in Frisbee Golf and promptly being lead out into the big wide world and thrown to the 'advertising wolves' as a young pup willing and eager to do everything... from keeping the designers' pencils sharp and their coffee cups full... to playing the hot seat role of art department traffic controller where you learn by "trial by fire" taking projects from point 'A' to point 'B' with a minimum number of headaches and death threats. I was fortunate to enter the graphic design field at a time when there wasn't a computer in sight and we had to do things, as Robert Houseman would say, "the old-fashioned way" ... i.e. comping up ideas with pencil and markers and pasting down typesetting on art boards. Egads! Looking back now it seems about as archaic as communicating by snail mail or calling on the phone but hey it required some actual drawing and artistic ability.

In the early to mid 80s it was time to hop up on a Mac and join the digital revolution. The rest, as they say, is history...

"Now if you just
show me where to
hang my hat"



...It didn't take long to forget what design markers and acetate overlays were and how frightening it was to scribble a cryptic message on a tissue telling your printer how you wanted him to create a color fade blend and reverse out the headline to yellow... crossing your fingers that it turned out as you designed it.

Fifteen years later and more 'mousing' than a farm cat could ever wish for, I've forged my creativity and artistic ability with billions of bits & bytes while staring numbly at my monitor for hours on end. With a easy-going attitude and a good old-fashioned work ethic that would make Miles Standish proud, I've turned myself into a pretty darn good Graphic Designer and that's where I need you...

William Pike

what i want...

To continue my long standing tradition of being paid for what I love to do.

why you would want me...

- Able to dream up concepts and ideas effectively from thin air.
- Able to wear several hats including Illustrator, Copywriter and even Photographer if push comes to shove.
- Uncanny ability to perform well under pressure often managing many different responsibilities, simultaneously seeing each through to completion, and without dropping the proverbial ball.
- Comfortable working in a team environment or autonomously. Possess a moderately sized ego that rarely gets in the way of the task at hand.
- Unlike a lot of 'creative types' I'm right-brain endowed – well organized, detail-oriented and meticulous to follow-up.
- Computer skills include –
Quark Express, Illustrator and PhotoShop

what i've done...

William Pike Design & Illustration, Carlsbad, California
Owner/Designer/Art Director/Illustrator, 1990- present
Art director/graphic designer for major clients, working in-house and off-site as needed. Provide design, art direction and production services to a variety of client types including advertising agencies, retail food/restaurants, catalog businesses, direct mail, financial services and manufacturing. Responsible for hiring and overseeing outside appropriate creative sources and vendors, including photographers, copywriters, pre-press houses and printers.

W. Charles & Associates, Advertising & Public Relations,
San Diego, California

Designer/Art Director/Illustrator, 1987-1993

Head designer. Supervised art department personnel. Created and implemented presentations and campaigns for a variety of clients including the banking, high tech and manufacturing industries. Followed projects from conception to final printing.

J. Berk Walters & Company, Advertising & Public Relations,
La Jolla, California

Designer/Art Director, 1985-1987

In-house, single person art department for small agency. Responsibilities included following projects from conception to final production for a variety of different clientele.

Ashley -Wayne, Advertising, San Diego, California
Associate Art Director/Traffic Coordinator, 1984-1985

Worked primarily as production artist and traffic manager for art department with some design assignments. A diverse agency with a variety of clients.



william pike
DESIGN
& illustration



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