

Will Roman

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Creative, driven, and passionate visual designer with an entrepreneurial mindset. My craving for adventure compels me to excel at everything I apply myself to, and I love working hard at work worth doing. Marketing, brand management, and visual design are my major fields of expertise, but my innate desire to succeed led me to launch two small businesses. Years of forging my own path taught me the value of constantly learning and now I'm looking to join and commit to a great company. Let's talk.

SKILLS & ASSETS

- Standards-based web design
- Web app UX and usability
- Social media marketing
- Brand management
- XHTML/CSS coding
- Final Cut Pro
- Photoshop
- Illustrator
- InDesign
- Microsoft Office
- Film/video production
- Digital photography
- Mac and Windows proficient

EDUCATION

The University of Texas at Austin

Austin, TX

BS, Communications-RTF

- Self-financed entire education; worked full-time and attended school full-time
- Founding member of Texas Ventures, financing group for student entrepreneurs
- Active member in Kappa Sigma Fraternity, University Film Alliance, Texas Advertising Group, Austin Ad Federation, Invisible Children, Falling Whistles, The SOLD Project

SOCIAL MEDIA

- [Twitter.com/WillRoman](https://twitter.com/WillRoman)
- [Facebook.com/WillRoman](https://facebook.com/WillRoman)
- [LinkedIn.com/in/WRoman](https://linkedin.com/in/WRoman)

WORK EXPERIENCE

Bull Moose

Lead Project Manager, Partner

Austin, TX

2008–2009

Project manager of startup web design and development company specializing in user experience and brand management. Assessed project scopes, allocated resources, oversaw design and programming teams to ensure timely and quality product deliveries. Worked with startups and non-profits to craft their brand image, marketing events, and manage their web presence. Fulfilled client services role, meeting with customers and insuring their satisfaction.

- Managed multiple on-going projects at varying stages of development
- Planned SXSW event with five intl. bands, corporate sponsors, and 1500 guests
- Quickly adapted to, learned and mastered changing responsibilities
- When primary designer quit, I designed web user interfaces for new projects

Roman Apparel

Founder

Austin, TX

2007–2008

Partner of custom t-shirt screen-printing company. Developed effective relationships with wholesalers, larger printing facilities, and shipping companies. Spearheaded business development in Austin and Houston markets, managed subcontractors, and laid the groundwork for all financial and legal aspects. Supported graphic designers when necessary. Paid for majority of college tuition with this business.

- Established working relationships with over one dozen wholesalers and printers
- Outlined automated order tracking through joint database and web application
- Wrapped-up company by selling contacts to our number one supplier

Kappa Sigma Alumni Assoc Presents Fite Nite

Assistant Event Director

San Marcos, TX

2005–2006

Assistant Director for Texas' largest annual amateur boxing event. Partnered with Dickson Productions to plan the ABA-sanctioned event, coordinated with city officials, arranged retailers and sponsors, managed ticket sales, and created promotional materials.

- 2800 tickets sold, estimated 3000+ person attendance
- \$24k fundraising profit

Freelance Graphic Designer

2004–2007

Created websites, marketing materials, logos, and misc graphic design for variety of clients. Designed in Photoshop and Illustrator, converted to XHTML/CSS or provided print ready files. Worked independently and alongside in-house design teams.

Bear Advertising

Senior Production Artist

Houston, TX

2003–2006

Designed t-shirt artwork and separated for screen-printing process, created and maintained company website. Worked within established corporate environment and team system. Continued to work remotely once I moved to the San Marcos area.

HQ Gaming

Webmaster and Public Relations Manager

Houston, TX

2000–2003

Created flagship website, AOE2.com, within the HQ Gaming network. Managed active gaming community, organized tournaments, partnered with Ensemble Studios for promotions.

- Received average of 1 million unique monthly visitors
- Represented company at industry and press events