



Bill Dugan

Creative leader with 20+ years of experience spanning global brand development, creative strategy, design leadership, digital experience, UX/UI, integrated campaigns, video, events, and visual communications. Currently lead global creative direction and brand strategy at World Resources Institute, overseeing a six-person internal creative team and work spanning 10 countries and 60+ organizational initiatives.

Known for building creative teams and systems from the ground up, translating complex organizational priorities into compelling creative work, and evolving established communications into new formats and experiences. Combines strategic leadership and senior stakeholder partnership with deep hands-on expertise in design, art direction, digital experience, storytelling, and production.

CORE EXPERTISE

Creative Direction • Brand Strategy • Brand Development • Visual Identity • Design Leadership • Creative Operations • Art Direction • Integrated Campaigns
Digital Strategy • UX/UI • Experience Design • Video & Multimedia • Event Design • Editorial Design • Team Building • Stakeholder Management • Vendor Management

EXPERIENCE

WORLD RESOURCES INSTITUTE — Washington, DC

Global Creative Director | 2013–Present

Lead global creative direction and brand strategy for an international environmental research organization, overseeing a six-person internal creative team and creative work across 10 country offices.

Built WRI's internal creative and design department from the ground up, establishing team structure, creative processes, standards, and workflows.

- Lead and develop a team of up to six designers and creative professionals supporting organization-wide communications and initiatives.
- Provide global brand leadership across 60+ projects and initiatives, establishing and maintaining visual standards across a complex portfolio of programs and audiences.
- Develop and launch new brands and visual identities, ranging from hands-on creative direction to strategic oversight of major organizational initiatives.
- Lead creative strategy and execution for major public-facing campaigns and events, including *Courage to Lead*, a major organizational development campaign.
- Reimagined WRI's annual *Stories to Watch* presentation, transforming it from a PowerPoint presentation displayed on a television monitor into a fully produced, pre-taped global program featuring stories and presenters filmed in multiple countries.
- Concept, script, direct, film, and produce multimedia projects for audiences around the world.
- Partner with senior leadership and multidisciplinary teams to translate complex research, organizational priorities, and strategic initiatives into compelling visual communications.
- Oversee external creative vendors, production partners, and specialized resources to extend internal capabilities and deliver complex projects.
- Produce and art direct major public-facing events, launches, campaigns, and organizational communications.

UNIVERSITY OF MARYLAND BALTIMORE COUNTY — Baltimore, MD

Adjunct Instructor | 2015–2019

- Developed curriculum and course materials for four design courses.
 - Taught and led weekly critiques for 20+ students across seven semesters.
 - Mentored emerging designers in visual communication, design thinking, and creative problem-solving.
-



T 443.280.1991 E bill@billdugan.com

1303 Frederick Road Catonsville, MD 21228 WWW.BILLDUGAN.COM/DESIGN

EXPERIENCE (cont'd)

IDFIVE, LLC — Baltimore, MD

Design Director | 2008–2013

- Led creative direction, UX/UI, information architecture, and visual design for consumer, higher-education, and institutional digital experiences.
- Directed website strategy and design for clients including Cornell University, University of Maryland, Johns Hopkins University, Deutsche Bank, and University of Baltimore.
- Conceptualized and produced integrated marketing campaigns spanning digital, outdoor advertising, point-of-purchase, and direct mail.
- Led the design and production of high-visibility indoor and outdoor environmental experiences.
- Collaborated with clients, developers, strategists, and project teams from initial concept through final delivery.

BILL DUGAN DESIGN & CONSULTING — Baltimore, MD

Principal Web/UI Designer | 2005–2013

- Designed and produced websites and digital experiences for medium-sized and enterprise clients including Calvert Investments, Electrograph, Hanley Wood Publishing, 10-20.com, and TalkPlus.
- Designed and developed user interfaces, administrative systems, and management consoles for web applications.
- Developed enterprise shopping-cart, invoicing, and checkout workflows.
- Managed integration of CSS/XHTML templates into content management systems.
- Worked directly with clients and development teams in both onsite and remote environments.

BREAKAWAY GAMES, LTD. — Hunt Valley, MD

3D Artist/Interface Designer | 2001–2005

- Designed and implemented user interfaces for commercial and privately funded video games.
- Designed corporate websites, product websites, and online advertising campaigns.
- Collaborated with game designers, developers, artists, and producers throughout the product development process.

EARLIER CREATIVE EXPERIENCE

Career experience also includes traditional print and advertising design, editorial illustration, front-end web design, digital strategy, and 3D animation. Published work has appeared in the *Washington Post*, *Los Angeles Times*, *Baltimore Sun*, and *Detroit Free Press*. Gold and Silver ADDY Award winner for outdoor signage.

EDUCATION

Maryland Institute, College of Art (MICA) — Baltimore, MD

Bachelor of Fine Arts, Illustration
