

# WILLIAM TRURAN

UX & Visual Design

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NobleFolkdesign.com

WillTruran.com

## Curriculum Vitae

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### Education

Anticipated 2021

**Master of Fine Arts** Visual Communication Design  
Rochester Institute of Technology | College of Art and Design  
GPA 3.95

2012

**Bachelor of Fine Arts** Concentration in Graphic Design  
William Paterson University | College of the Arts and Communication  
GPA 3.87

2010

**Associate of Applied Science** Concentration in Graphic Design  
Sussex County Community College  
GPA 3.87

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### Teaching Experience

2018

**Adjunct Professor** | Ramapo College  
Communication Arts

Fundamentals of Interactive Media

2011-2014

**Adjunct Professor** | Sussex County Community College  
Graphic Design

Designing For Interactivity  
Computer Graphics 2

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### Professional Experience

2017 - Present

#### **Noble Folk Design Group | Owner**

Founded in 2017 Noble Folk Design Group is the name I have run all work through since going full time freelance.

#### **Responsibilities**

- Maintain client relations
- Manage outsourced work partnerships
- Creative Direction
- Branding , Illustration, Print Design, Presentation Layout, Merch Design, Squarespace, Wordpress, Web Design, and Web Development
- Notable Clients : Harley-Davidson, Amazon

2020

**Procter & Gamble | Design Co-op**

Worked within the Research & Development department working on upstream products.

**Responsibilities**

- Pitched product ideas in exploratory sprints
- Explored concepts for 'greener' products
- Developed expanded market concepts
- Branded internal efforts
- Created presentations for user tests
- Designed workflows for in home digital consumer experiences

2016 -2019

**United Design Guild | President**

Was responsible for leading the non profit board and volunteer base.

**Responsibilities**

- Led the re-branding efforts when moving from the Art Director's Club of NJ to United Design Guild
- Created multiple monthly events
- Organized quarterly workshops
- Produced live on-site video streams
- Reformatted membership and member benefits

2013 -2017

**GeekHive | UI/UX Designer**

Worked on internal marketing initiatives and digital interfaces

**Responsibilities**

- Created internal merchandise
- Designed interior spaces including the conference room and waiting area
- Designed mobile application interfaces and workflows
- Designed modules to work within pre existing systems
- Quality Assurance
- Front end development
- Worked with brands like Coach USA, Trojan Condoms, JP Morgan Chase, and Church & Dwight

2013

**Johnson & Johnson | Junior Art Director**

Worked on printed materials for various JnJ brands

**Responsibilities**

- Designed printed collateral such as magazine ads and coupons
- Designed large format displays
- Worked with internal and external brand guidelines
- Branded internal events
- Selected stock photography
- Worked with brands such as Baby Johnson, Band-Aid, Listerine, Walgreens, Walmart, and 2014 World Cup

2012-2013

**Center for Chinese Art | Graphic Designer**

Was responsible for all graphic design and photography.

**Responsibilities**

- Designed an art book that accompanied a print making show
- Designed posters, postcards, and other promotional materials
- Designed email blasts
- Created bilingual web support
- Event photography

2010-2020

**Dead Flesh CØ | Owner**

Dead Flesh CØ is a brand I ran for just under 10 years.

**Responsibilities**

- Designed merchandise
- Designed various products, including leather goods
- Packaging design
- Pop up display design
- Web design and development
- Art directed photo shoots
- Event photography
- Worked directly with screen printers
- Sponsored bands and worked with local artists

2009-2010

**Gravity Design Works | Production Assistant**

Transitioned from intern to production assistant where I added with client facing work.

**Responsibilities**

- Branding
- Display production
- Large format printing
- Art installation
- Motion graphics

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**Volunteer Work**

**Emergence Church  
The Seeing Eye, Inc.**

**Salvation Army  
United Design Guild**

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## Technical Proficiency

### 3D Modeling and Animation

- Adobe Dimension
- Autodesk Maya
- Autodesk 3ds Max
- Blender
- Maxon Cinema4D
- Mixamo

### Design, Layout, and Photo

- Adobe Acrobat DC
- Adobe Bridge
- Adobe Photoshop
- Adobe Illustrator
- Adobe InCopy
- Adobe Indesign
- Adobe Lightroom

### Office and Communication

- Google Workspace
- Microsoft Office
- Discord
- Microsoft Teams
- Slack
- Zoom

### Video, Motion, and Sound

- Adobe After Effects
- Adobe Audition
- Adobe Media Encoder
- Adobe Premiere Pro
- OBS, Streamlabs OBS

### Web

- Adobe Dreamweaver
- Adobe XD
- Axure
- Figma
- Filezilla, Cyperduck, WinSCP
- HTML, CS, JS
- InVision
- Sketch
- Squarespace, Wix
- Wordpress
- Visual Studio

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## Publications

2021

**LogoLounge 12**, Bill Gardner and Emily Potts  
BookBaby January 5, 2021

Two logos included

2020

**Will Truran 2020**, Will Truran  
Self Published, March 21, 2020

Book of personal work examples

2012

**From Copper to Blue Film**, Zhiyuan Cong  
William Paterson University November 17th, 2012

Designed the book and had a printmaking piece included

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## Podcasts

2019 - Present

**Dungeons & Designers**, 34 episodes  
Will Truran, Dan Truran, Zach Wilkinson, Courtney Leach

2018

**EGGS 015: WILL TRURAN OF NOBLE FOLK DESIGN GROUP**

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**Invited Lectures**

2018 Will Truran, **Entering The Workforce**  
Ramapo College February 15, 2018

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**Honors**

2012 **Student's Choice "Most Inspirational Professor"**  
Sussex County Community College

2012 **Summa Cum Laude**  
William Paterson University

2011 **Dean's List**  
William Paterson University

2009 **Dean's List**  
Sussex County Community College

2009 **Best 2D Animation**  
Sussex County Community College

2009 **Excellence in Design**  
Sussex County Community College

2008 **Dean's List**  
County College Of Morris County

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**Shows / Exhibits**

2012 **Thesis Show**, Group Show  
William Paterson University

2012 **From Copper to Blue Film**, Group Printmaking Show  
The Louis Bay 2nd Library & Community Center

2011 **Package Design Show**, Group Show  
William Paterson University

2011 **The Apartment**, Will Truran, Sarah Menchise, Ted Gusek, Yasmeen Rasheed  
Sculpture Show at William Paterson University