Wil de Boer

Graphic Design
United States

View the full portfolio at http://www.thecreativefinder.com/wildeboerdesign

Professional Experience and Curriculum Vitae

Wil de Boer, living, working and playing in the SF Bay Area. My design philosophy and model is to develop and provide timely, concise, strategic graphics and collateral by developing a strong understanding of each project's parameters. My emphasis is on concepts and ideas, not just ads and graphics. My strategy is to combine standards, practices and principles in design and marketing by utilizing various media in a way that best represents each project and each client.

Previous Clientele
Kno
Vitamin T
Aquent
MeetingRX
Chumash Magazine
Synergy Fitness
Mint Fitness
6 Pack Fitness
Think Food Group
Matnomis Design
Wil de Boer Design

Awards and Accolades
Wil de Boer
www.wildeboerdesign.com www.wildeboerdesigns.com

My design philosophy and model is to facilitate timely, concise, strategic graphics and collateral by developing a strong understanding of each project's parameters. My emphasis is on concepts and ideas, not just ads and graphics. I combine standards and practices in design and utilize various media in a way that reshapes and fully represents each project.

Experience:

TAPROOTS FOUNDATION (2011- Current) -- Pro-Bono Graphic/Web Designer

• Collaborate with other creative professionals on projects in print, web, brand strategy and marketing collateral for bay area non-profits.
• I successfully work with design industry leaders from various disciplines in order to achieve results that profoundly transformed tightly funded non-profits to brands that command attention.
• Transform non-profits to socially forward organizations with good causes, concise missions and effective brands that reach a broad yet informed audience.

AQUENT | VITAMIN T (2011-Current) KNO.COM -- Contract Talent
• Made significant contributions as a contract web design and UX production artist with Kno.com, a successful Silicon Valley start-up that brings textbooks to life in the digital age through groundbreaking technology for various cross platform devices.

WILDEBOER DESIGNS (2003- CURRENT) -- Founder and principal designer
www.wildeboerdesigns.com | www.wildeboerdesign.com
• Successfully execute projects from concept to final product in the areas of logo &

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minus cross 207 2002 1 a 056 227.0213

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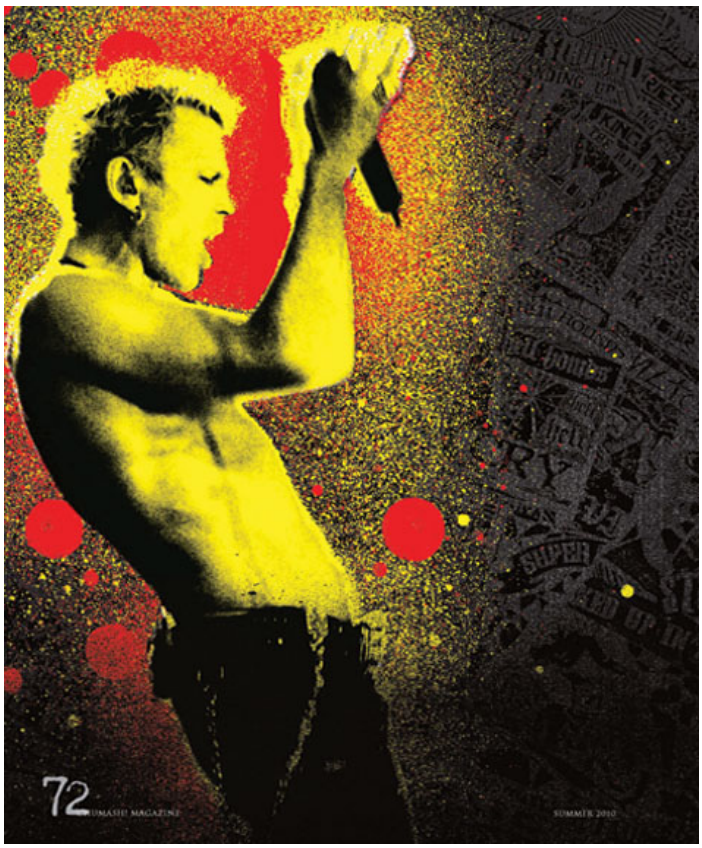
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introduced Idol to an American audience that became hooked forever.

SUPERSTAR STATUS

When Idol's second album, *Rebel Yell*, became a major success in 1983, it established Idol as a superstar in the U.S. With hits "Eyes Without a Face," "Flesh for Fantasy" and "Rebel Yell," Idol also became popular in Europe – particularly Germany, Italy, Switzerland and his native U.K.

In the '80s, Idol released *Whiplash Smile* in 1986 and *Vital Idol* in 1987, which featured a live cover of Tommy James' "Mony Mony" that topped the U.S. charts.

In 1990 Idol was involved in a serious motorcycle accident in Hollywood when he was hit by a car while driving home from the studio. He nearly lost his leg and had to have a steel rod placed in his leg. In spite of his accident and the recovery time required, he shot a video for the single, "Cradle of Love," that was on his new album, *Charmed Life*. Since he was unable to walk, he was shot from the waist up. Idol toured to promote *Charmed Life* and walked onstage with a cane.

In 1994, Idol suffered from two drug overdoses but recovered and successfully overcame his addiction after stints in rehab.

He returned to the public eye in 1998 when he played himself in the movie *The Wedding Singer*. His "White Wedding" single was also the title track.

MODERN IDOL

In March 2005 Idol released *Devil's Playground*, his first new studio album in nearly 12 years. He played a handful of dates that year on the 2005 Vans Warped tour and also appeared at large music festivals in the UK and in New Orleans.

Over the course of the next few years, Idol was a guest on various albums, made videos, released a Christmas album, *Happy Holidays*, released a greatest hits album, *The Very Best of Billy Idol: Idolize Yourself*, embarked on a successful tour around the world, co-headlining with Def Leppard, and performed at the Congress Theater in Chicago for the U.S. TV series *Soundstage*. That performance was released on DVD as *Is Super Overdrive Live*.

Watch Idol be anything but idle when he performs on August 19 in the Samala Showroom. Log on to www.chumashcasino.com for ticket information.

– Frances Snyder

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