

GARY WILL

DESIGN EDUCATOR | GRAPHIC DESIGNER

ACADEMIC PROFILE

Graphic Design Professor and practicing designer with extensive higher-education teaching and mentoring experience in the United States and United Kingdom. Teaching is grounded in a creative-director approach to brief-based, process-driven curriculum, emphasizing strategic thinking, conceptual development, creative problem-solving, and effective visual communication. Areas of particular expertise include Brand Experience, Editorial Design, Information Design, Creative Strategy, Typography, and Visual Communication.

Extensive professional experience across print and digital environments brings an international, industry-informed perspective to teaching, curriculum development, and student mentorship. Academic and professional practice is complemented by a sustained record of creative scholarship, exhibitions, publications, academic leadership, accreditation, university and community service, and collaborative design practice.

AREAS OF EXPERTISE

Graphic Design Education • Brand Experience • Editorial Design • Information Design • Creative Strategy • Typography • Visual Communication • Creative Process • Print & Digital Design

ACADEMIC APPOINTMENTS

Professor, Graphic Design (Tenured) | Bradley University, Department of Art and Design | 2016–Present | Peoria, Illinois

Associate Professor, Graphic Design (Tenured) | Bradley University, Department of Art and Design | 2004–2016 | Peoria, Illinois

Assistant Professor, Graphic Design (Tenure Track) | Bradley University, Department of Art and Design | 2000–2004 | Peoria, Illinois

Program Coordinator, Graphic Design | Doncaster College | 1996–2000 | Doncaster, South Yorkshire, UK

Lecturer II, Graphic Design | Doncaster College | 1989–1996 | Doncaster, South Yorkshire, UK

TEACHING EXPERIENCE

Typical teaching load: 3/3; 2/3 during tenure as Department Chair.

Undergraduate

- ART 206 – Methods and Process — Creative thinking and visual problem solving through iterative development, multiple media, and professional presentation.
- ART 305 – Editorial Design — Multi-page publication systems for print and digital environments, emphasizing modular and scalable design.
- ART 306 – Brand Experience — Brand Identity and Brand Image. Audience-centered brand experiences, visual identity systems, packaging, point-of-purchase, promotion, and social/nontraditional touchpoints.
- ART 316/416 – Independent Study — Advanced independent study in studio arts.
- ART 405 – Information Design — Visual interpretation of quantitative, qualitative, and spatial information using standard and experimental methods.
- ART 300 – Creative Strategy / Study Abroad — Strategy, creative exercises, and a team brief developed with leading London-based brand consultancies.
- ART 496 – BFA Design Senior Project — Research, problem definition, visual communication, process documentation, and historical/theoretical contextualization.
- CFA 300 – International Option Seminar / Global Scholars — Special-interest seminar supporting international study; topics included BBC radio comedy through the 1970s.

Graduate

- ART 694 – Visual Communication and Design Studio — Advanced design development, problem solving, visualization, invention, creative concept development, and personal creative vision.

- ART 696 – Advanced Digital Design — Advanced applied software for web design, animation, rapid prototyping, interactive design, and experience design.
- Member of the Department of Art and Design Graduate Faculty; serves on graduate student thesis committees as requested.

INTERNATIONAL & EXPERIENTIAL TEACHING

- Creative Strategy Study Abroad program in London, UK, combining classroom strategy with short-form creative exercises and a three-day team brief set by a London-based brand consultancy.
- International academic experience developed through teaching, professional practice, and repeated engagement with the UK design community.
- Experiential learning through multiple assignments involving collaborations between students and local and national clients.

See [blogger](#) for examples of student projects and personal graphic design.

CREATIVE SCHOLARSHIP & PROFESSIONAL PRACTICE

Graphic Designer / Consultant — Independent professional practice serving nonprofit, small business, and corporate clients; multiple graphic design projects across print and digital environments.

Creative Director | Norman Walker Northwest | Professional practice | Blackburn, Lancashire, UK

Junior Art Director | CGL Advertising & Design | Professional practice | Preston, Lancashire, UK

Designer / Visualizer | Pergamon Press | Professional practice | Oxford, Oxfordshire, UK

- Norman Walker Northwest — Coordinated and oversaw creative department. Directed promotional, editorial, direct-mail, exhibition, brand, television, and copywriting projects while collaborating with clients, account teams, printers, photographers, and production partners.
- CGL Advertising & Design — Delivered broad design responsibilities spanning advertising, promotional materials, corporate identity, storyboards, exhibition work, and production.
- Pergamon Press — Designed book jackets, journals, multi-page layouts, leaflets, promotional mailers, and exhibition displays for one of the world's leading educational publishers; developed extensive typographic and production expertise.

EXHIBITIONS

- 2019 — Art and Design Faculty Group Exhibition, Hartmann Gallery, Bradley University.
- 2015 — Solo Graphic Design Exhibition, Hartmann Gallery, Bradley University: theatre playbill artwork and collaborative design process.
- 2015 — Artist in Residence Alumni Invitational Group Exhibition, Prairie Center of the Arts, Peoria, IL: "Hell without Fear is Like a Fairground," linocut relief print.
- 2014 — Artist in Residence Alumni Invitational Group Exhibition, Prairie Center of the Arts, Peoria, IL: four-part "Barfly" linocut relief series.
- 2012 — "THE SATERÉ MAUWÉ," Prairie Center of the Arts, Peoria, IL: solo photographic exhibition of 24 visual narratives from the Brazilian Amazon.
- 2009 — Paged, Staged, and Engaged, Hartmann Center Gallery, Bradley University: four linocut/Photoshop prints.
- 2003 — "The Eight Faces of Cecil," Gallup, University of New Mexico: solo graphic design exhibition.
- 1998 — "Re-works," Graduate Exhibition, Beckett University Gallery, Leeds, UK.

PUBLICATIONS & ARTICLES

- 2023 — "The artwork is perfect... but can I see a sheep or two next to the kissing lovers" — book in production; reflective review of more than ten years of theatre poster design and designer/director collaboration.
- 2015 — "A Completely Unbiased Insight Into Being a Life Long Soccer Fan," Peoria Life Digital magazine.
- 2013 — "Saturday Morning Football and a Full English at Peoria's 'Little England'," Peoria Life Digital magazine.
- 2012 — "Barfly Wisdom," Creative Quarterly, Issue 28, Professional Illustrator category.
- 2012 — THE SATERÉ MAUWÉ – A Visual Narrative, Blurb; companion publication to solo exhibition.
- 2008 — Graphic Design Portfolio Strategies, co-author, Prentice Hall/Pearson Education; sourcebook for graphic design students preparing portfolios for graduate school, grants, scholarships, employment, and fellowships.

AWARDS & HONORS

- 2015 — Faculty Achievement Award for Excellence in Teaching, Slane College of Communications and Fine Arts, Bradley University.
- 2009 — Outstanding Advisor of the Year Award, Bradley University.
- 2007 — Nominated for ArtsPartner of the Year Award, Peoria, IL.
- 2004 — Parents' Association Certificate of Merit, Bradley University.
- 2004 — MHAIV Mental Health Educator of the Year Award, Peoria, IL.
- 2002 — Caterpillar Inc. New Faculty Achievement Award for Teaching.
- 2002 — Department of Art and Design Chair's Award, Bradley University.

SCHOLARSHIP, CREATIVE RESEARCH & ADDITIONAL ACTIVITIES

- 2012 — Sabbatical and Artist in Residence, Prairie Centre of the Arts, Peoria, IL. Photographic field research in the Brazilian Amazon resulted in approximately 500 photographs and a 24-image solo exhibition.
- Guest speaker across Bradley University in Interactive Media, Family and Consumer Sciences, Art and Design, Theatre Arts, English, Communication/Advertising, and the Osher Lifelong Learning Institute.
- Guest Graphic Design speaker in the community, including Dream Center Peoria, Riverside Community Church, Illinois Community College, Mental Health Association of Illinois Valley, Prairie Centre of the Arts, Goodwill Industries, and Peoria Ad Club.
- Guest Brand speaker, St. Theresa Institute of Technology, Bangkok, Thailand.

ACADEMIC & DEPARTMENTAL LEADERSHIP

Chair, Department of Art and Design | Bradley University | 2016–2024 | Peoria, Illinois

- Led a department serving 120+ majors, 70+ minors, 10 full-time faculty, and approximately 20 adjunct instructors.
- Navigated a complete and complex NASAD accreditation cycle and represented the department in college and university planning.
- Coordinated academic programs, curriculum execution, course scheduling, faculty assignments, and departmental programming.
- Led faculty evaluation, recruitment, reappointment, promotion and tenure processes; supervised part-time faculty and departmental staff.
- Oversaw departmental facilities, studios, labs, galleries, meeting spaces, equipment, safety, and accessibility.
- Supported recruitment, advancement, alumni initiatives, external giving, and resource development in collaboration with university leadership.
- Fostered excellence in teaching, scholarship, creative production, professional practice, and university service.

UNIVERSITY, COLLEGE & DEPARTMENT SERVICE

University

- Program Prioritization Strategic Planning Committee
- NASAD Lead
- North Central Accreditation Committee
- CFA representative, CATE IT Committee
- University Senate
- Chair, Senate Elections Committee
- Center for Teaching Excellence and Learning (CTEL)
- Student Expo Judge – Research/Creative Achievement
- Task Force – Post-Baccalaureate Planning
- University Wayfinding/Signage Task Force
- CFA representative, Strategic Planning Task Force
- AVP Communications & Marketing Search Committee

College & Department

- Dean's Executive Committee
- Awards & Recognition Committee
- Technology Committee
- Personnel Committee
- Curriculum Committee
- Faculty Enrollment Fellow
- Faculty Advisor, student chapter of AIGA
- Faculty Advisor, Students Green Electronics Committee
- AAF Panel/Judge
- Assorted faculty search committees
- Faculty Advisor (approximately 40 undergraduate students)
- Academic Majors and Minors Fair Representative
- Graduate Faculty Committee (Graduate Coordinator 2024–present)
- Faculty Search Committee
- Department Tenure and Promotions Committee
- Department Representative, summer orientation
- Off-campus Portfolio Visit Days

COMMUNITY & PROFESSIONAL SERVICE

- Illinois Women Artists Project Committee.
- Dream Center Peoria Marketing Committee.
- Consultant / Creative Director – Riverside Church.
- Board Member – Prairie Center of the Arts.
- Consultant – Mental Health Association.
- Consultant – Goodwill Industries.
- Consultant – University of Illinois College of Medicine.
- Creative Director – Community Foundation of Central Illinois.
- Consultant – RFI/RetroTech recycling organization.
- Peoria Park District – Soccer Coach.
- Board Director – Peoria Ad Club.
- iSTD Assessor – Kent State University.
- Member – International Society of Typographic Designers (London, UK).
- Member – American Institute of Graphic Arts (AIGA).
- Member – College Art Association.
- Member – Society of Typographic Arts, Chicago.

GRANTS, ENDOWMENTS & RESOURCE DEVELOPMENT

- 2023 — \$200,000 endowment secured for the Ceramics Studio in collaboration with the Development Office; Zaleski family endowment established annual support and naming of the studio.
- 2023 — \$6,000 donation secured for a new Art Collections space, supporting a state-of-the-art facility and collection inventory/catalog update.
- 2020 — \$6,000 funded alumni campaign for Letterpress and Book Arts equipment.
- 2019 — \$3,500 funded ICAC grant; Co-Principal for Illinois Women Artists Symposium programming.
- 2018 — \$50,000 funded NEH Foundations Grant; Co-Principal for Illinois Women Artists Project research, database, and website development.
- 2017 — \$1,000 funded ICAC grant supporting Ken Kaminski Gallery exhibition.

- 2016 — \$6,100 funded Terra Foundation for American Art grant supporting the 2017 Midwest Women Artists Symposium.

EDUCATION

Master of Arts – Graphic Arts | Leeds Metropolitan (Beckett) University, College of Art and Design | 1998 | Leeds, West Yorkshire, UK

Post Graduate Certificate in Education | Huddersfield University, College of Teaching and Education | 1996 | Huddersfield, West Yorkshire, UK

B.A. Advertising Design | Southport College of Art & Design | 1979–1983 | Southport, Sefton, UK

Approved by Leeds Metropolitan University and Bradley University as a U.S. terminal degree.

PROFESSIONAL & TECHNICAL EXPERTISE

Graphic Design • Brand Experience • Editorial Design • Information Design • Creative Strategy • Typography • Visual Communication • Print & Digital Design • Adobe Creative Cloud (InDesign, Photoshop, Illustrator) • WordPress • Canvas • Sakai • Mural. Familiar with Figma, Firefly and Claude

PROFESSIONAL DEVELOPMENT & CERTIFICATIONS

- 2026 — Bradley University: Data Security (Malware, Passwords, Phishing, Physical Security/Unintended Disclosures).
- 2026 — Bradley University: Mandated Reporter; Mosaic Prevent Discrimination & Harassment: Supervisors; Mosaic Prevent Sexual Violence Together; Recognizing and Reporting Child Abuse.
- 2021 — HubSpot Academy: Inbound Certified.