

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 startup 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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With the release of the iconic album *She's So Unusual*, Cyndi Lauper became an instant success in the mid '80s. The album's title appropriately describes the American singer, songwriter, producer, and her very flamboyant personality, which you will have the opportunity to witness when she comes to the Summa Showroom on August 26.

A YOUNG LAUPER

Born in the borough of Queens, New York, a young Lauper was the middle child born to a German Swiss father and an Italian American mother. At the young age of five Lauper's parents divorced. While living with their mother, Lauper and her siblings would experience a second failed marriage by their mother.

It was during this time that Lauper turned to music as an inspiration and possibly an escape from the chaos around her. Legends like Judy Garland, Billie Holiday, and the Beatles inspired the young Lauper to learn to play the acoustic guitar and write her own lyrics.

Encouraged by her mother, Lauper began to express her individuality through her love of music and the arts. She was accepted to a special public high school for students with talent in visual arts and began dying her hair

and further expressing herself through radical fashions.

At the age of 17 Lauper left New York for Canada on a mission to rediscover herself and spent two weeks in the woods with her dog Sparkles. Moving to Vermont a short time later, she took art classes and worked odd jobs to support both her and Sparkles.

GIRLS JUST WANT TO HAVE FUN

In the mid '70s Lauper found herself back in New York performing lead vocals for various cover bands. After a damaged vocal cord left her recuperating for more than a year, in 1978 Lauper regained her atypical voice.

It was in the early '80s that Lauper would be discovered by then manager David Wolff and signed with Portrait Records. On October 14, 1983 the release of *She's So Unusual* catapulted Lauper into instant stardom and the album became a world-wide hit.

The first release off the album was "Girls Just Want to Have Fun" which immediately went platinum. With lyrics that were co-written by Lauper, the song became an anthem to young girls who idolized Lauper and her unique style.

The second release from the album was the ballad "Time After Time" which hit #1 on the Billboard's Hot 100 and became one of the biggest hits of 1984.

"Time After Time" was another song from the album that Lauper co-wrote drawing inspiration from things around her. In fact, the title was influenced by a time machine.

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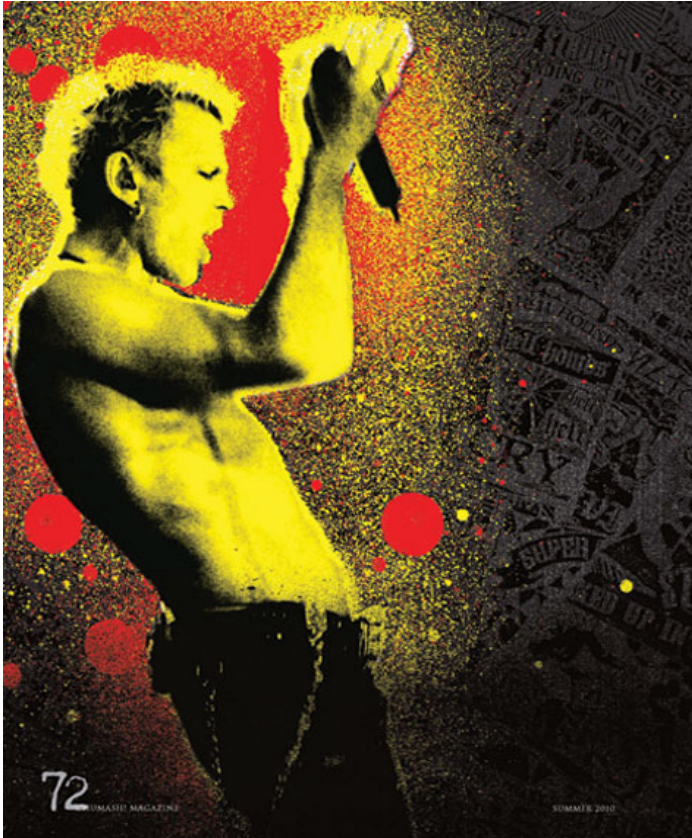
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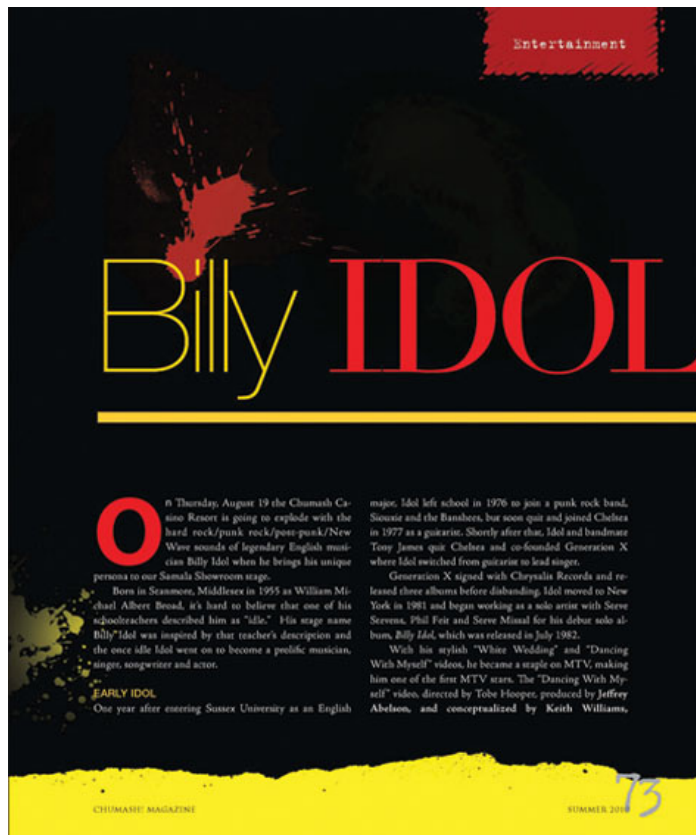


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introduced Idol to an American audience that became hooked forever.

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 nail and plate 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 suc-

cessfully 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 *In Super Overdrive Live*.

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

— Frances Snyder

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