

# Wm Pitzer

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## Profile

Bill is an illustrator, designer and writer who specializes in visualizing information and creating compelling content for print and online. He has extensive experience in daily journalism as an illustrator, researcher, writer and designer. He is passionate about information design, especially as it relates to explanatory and instructional graphics. Bill is also an innovative educator with a wide variety of experience teaching in classrooms, in workshops, at seminars and online. He also works as an instructional designer and course developer for corporate and academic clients.

## Work experience

**Creative Director, Hazen and Sawyer** **2017-Present**

Expanding on his previous role with the firm, Bill is working with graphics and marketing teams throughout the company to enhance infographics, content design, and branding efforts, in print and digital forms.

**Visual Communications Coordinator, Hazen and Sawyer** **2015-2017**

Bill creates a variety of visual-information content for print and digital use, help mentor staff in visual communications and concepts, and work to enhance the firm's graphic direction and brand identity.

**Senior Visual Information Designer, Kwikpoint, Alexandria, Va.** **2011-2015**

Bill worked in various aspects of development and production of a variety of visual-information guides produced and published by Kwikpoint. The team at Kwikpoint specializes in designing visual-language diagrams and hand-size guides, geared toward fostering communication and saving lives.

**News Graphics Editor, The Charlotte Observer, Charlotte, N.C.** **1998-2011**

Bill worked in the newsroom creating explanatory news graphics for print and online. His specialty was creating detailed informational graphic projects that he researched, wrote and illustrated. He established graphic style standards for the newsroom and other McClatchy papers, taught a company-wide creativity class and was instrumental in helping to bring multimedia journalism to the newsroom.

**Illustrator-Owner, infoartz.com** **1988-Present**

Pitzer operates his own free-lance illustration studio: infoartz.com. His clients include StartGuides, the National Geographic Society, The New York Times, National Park Service, Discovery Channel and the Associated Press. He writes and illustrates GeoWeek, a weekly, illustrated science column syndicated to newspapers and magazines worldwide by the New York Times Syndicate.

**News Graphics Editor, The Virginian-Pilot, Norfolk, Va.**

**1986-1992**

As News Graphics Editor, Pitzer led a team of artists that put informational graphics on the forefront at the Pilot. He created and edited news graphics, established Adobe Illustrator as the program of choice, converted the newspaper from hand-drawn to computer generated graphics and helped make Pilot graphics a consistent winner in the Virginia Press Association and SND annual competitions.

**Illustrator, The National Sports Daily, New York** **1989-1990**

Working as a 'virtual' member of the National's graphics team, Pitzer created daily full-page feature graphics for the short-lived sports newspaper. He worked from his home studio in Virginia Beach, and was one of the first telecommuters in visual journalism.

**Staff artist, The Lexington Herald-Leader, Lexington, Ky. 1983-1986**

Pitzer was the first news artist hired at the Herald-Leader where he created daily news graphics, illustrations and page designs. He also introduced Apple computer graphics at the paper. In 1984, Pitzer was sent to Washington, D.C., to create federal budget graphics for Knight Ridder papers and created some of the first computer-generated informational graphics to be distributed electronically via PressLink

**Staff artist, The Charleston Gazette, Charleston, WV. 1981-1983**

Pitzer began his daily journalism career in his hometown as the first newsroom artist for the Gazette. He was involved in several high-profile news stories including the first police officers killed in the line of duty in the city in more than 40 years. He created breaking news graphics for that story as well as many others, was the staff illustrator, and also served as a part-time editorial cartoonist.

**Director, Louis Bennet Hall, Glenville State College, Glenville, WV. 1979-1981**

Pitzer managed the men's dorm on campus while simultaneously attending classes full-time. He instituted administrative changes to streamline dormitory functions, trained and mentored office staff and resident assistants, and also improved recreational activities and safety procedures on campus.

**Draftsman, State of West Virginia 1977-1978**

Pitzer worked as a tax-mapping draftsman, updating existing maps tax maps and creating new maps. He also created full-color displays for various public relations events in the governor's office.

**Illustrator/Graphics Specialist, United States Air Force 1972-1976**

At age 17, Pitzer enlisted in the U.S. Air Force, where he served as a major-command illustrator and was a recipient of the Air Force Commendation Medal for Meritorious Service. He was a member of the elite command and control graphics unit in the Strategic Air Command's underground command post at Offutt AFB in Omaha, Nebraska. Pitzer is a non-combat Vietnam veteran.

### *Teaching experience*

**Adjunct instructor, West Virginia University, Morgantown, WV. 2010-Present**

Bill teaches Visual Information Design (IMC 635), a course he developed for the online Integrated Marketing Communications graduate program in the university's Reed School of Media. He has also been a featured speaker at the school's annual Integrate Conferences.

**Adjunct instructor, Central Piedmont Community College, Charlotte, N.C. 2011**

Bill taught 2 semesters of Interactive Graphics (a course he developed) in the Art + Graphic Design program.

**Poynter Institute for Media Studies, St. Petersburg, Fla. 1988-1990**

Pitzer served three years on the visiting faculty of the Poynter Institute for Media Studies teaching the center's MacTrac seminars for graphic artists.

**Lecture Series: Sweden March 1996**

Pitzer presented a series of lectures on visualizing information to European journalists and students at meetings held in Goteborg, Stockholm and Sundvalls, Sweden.

### **Other lectures and seminars**

Pitzer has prepared and taught seminars at API and for the SNPA. He has also served as a guest-lecturer in the Schools of Journalism at UNC Chapel Hill, the University of Kentucky, and West Virginia University.

### *Education*

2006 – Appalachian State University, Boone, N.C.

MA Educational Media – New Media and Global Education – GPA 4.0

1981 – Glenville State College, Glenville, WV.

BA Secondary Education — Art and Science – cum laude

1976-'77 – West Virginia State College, Institute, WV.  
Studio art major – Dean's List

1972 – Stonewall Jackson H.S., Charleston, WV.  
Diploma

### *Achievements*

Graphics created by Bill were part of a series of stories on questionable home-lending practices produced by The Charlotte Observer. The series "Sold a Nightmare" was a finalist for the 2008 Pulitzer Prize. The series was awarded the Robert F Kennedy Award, the George Polk Award, the Gerald Loeb Award, and the Public Service Award from the North Carolina Press Association.

Graphics on crib safety created by Pitzer were an integral part of The Charlotte Observer's series: "Cradle of Secrets." The series was awarded the 2011 Casey Medal for Meritorious Journalism.

Pitzer is a three-time winner of the Sigma Delta Chi Award in Informational Graphics, presented annually by the Society of Professional Journalists.

In March 2006, Pitzer was invited to serve as a judge for the Malofiej World Infographics Summit in Pamplona, Spain. He also delivered a presentation at the summit on infographics design and content. At a previous session of the Malofiej Summit, Pitzer's infographic on moving the Cape Hatteras Lighthouse, "A Monumental Rescue," was selected by a panel as one of the world's Top 20 informational graphics.

Pitzer has presented lectures at several annual workshops held by the Society of News Design and has served as a judge for SND's worldwide design competition.

Bill was the lead artist on two National Geographic Magazine features: "Moving the Cape Hatteras Lighthouse" and "The Company We Keep," a look at U.S. Endangered Species. He also designed some of the first interactive features produced for the National Geographic web site.

Pitzer created several graphics for the book "In Motion: The African American Migration Experience," published by the Schomburg Center and the National Geographic Society. He also created a large detailed 3-D graphic featured in The Discovery Channel's book, "The Washington Monument: It Stands For All."

Pitzer's graphics have won numerous other regional, national and international awards including: two first place National Headliner Awards, Silver Medals from the Society of News Design, and the Malofiej Infographics Competition, three Best of Shows from the Virginia Press Association and three First Place awards from the North Carolina Press Association.

Pitzer was a recipient of the 2002 Knight Ridder "James K. Batten" Excellence Award, for his innovative work with informational pocket guides and other graphic displays.

At Glenville State College, Bill was awarded the Outstanding Student Award, the Whiting Art Award, and graduated with honors. In 1994, he was honored during graduation ceremonies at GSC when he was presented a Presidential Citation Award for meritorious achievement as a visual journalist and illustrator.

### *Personal details*

Bill's wife, Jackie, is on staff at Davidson College. Bill and Jackie have been active in Davidson Youth Baseball where Bill served as an assistant and head coach for several years. They also host Davidson students at their home on a regular basis. Bill and Jackie are proud parents of two sons who have fled the nest, but are still very much a part of their daily lives.