

Bill Ferguson

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Career Industries

Real Estate & Development	Marketing, Computer Graphics, Digital Photography, Developer Services, Office Management
Architecture:	Revit Architecture, CAD Manager, Marketing, 3D Modeling, Accounting, Office Management
Construction:	Construction Cost Accounting, Sub-Contract Administration, CAD, GL, A/P, A/R, 1099's
Software Development:	Executive Art Director, Art Director, Sr. Product Support Technician, Network Integration

Professional Experience Summary

1982 – Present

Real Estate / Property Development

Marketing director, office management, sales support. Responsibilities encompassed all in-house marketing efforts in support of one of the nation's top residential real estate developers and his agents based in San Francisco. Annual sales in excess of \$220m. Provided broad-scale, digital graphics services via websites, computer graphics, property statements, brochures, CAD plans, digital photography, portfolio design, magazine and newspaper ad campaigns in local and national markets, as well as related marketing collateral production as required in support of satellite sales offices. Production of on-site property laser documentation, CAD plans and 3D model visualizations as needed. Maintained monthly sales and project close-out figures, projected sales revenues, provided commission accounting spreadsheets for large-scale, residential development projects, gathered and maintained comparable current market research data, acted as liaison between Owners and Developers in obtaining construction lending. Supported Sales Agents and Broker by updating pricing and unit price-mix statements on multiple websites daily.

Construction

As an employee with several Bay Area firms, I provided full office administrative services which included construction budget and sub-contract tracking, change order approvals, critical path project scheduling, tenant / landlord administration services, contract progress payments, applications to lender, cash disbursements, lien releases, and liability insurance requirements. As a consultant, I provide construction cost accounting and subcontract administration in businesses ranging from small general contractor / project management companies to larger corporate franchise construction operations.

Extensive experience in residential construction, food service industry and restaurant design/build projects. I provided outside and in-house training and support for general ledger PC accounting and payroll systems, as well as providing general daily office operations, support services and administration. NOTE: Blazona Properties served as General Contractor and Project Manager for the majority of the Max's Opera Cafes and Max's Diners in the San Francisco Bay Area.

Architecture

Responsibilities included 3D BIM modeling, project accounting, marketing, public relations, contract administration, AutoCAD drafting, website design and development, digital photography, project CSI specification manuals, computer systems support, special events and promotions, and general office management. Positions ranged from Personal Assistant to the Principal, to Office Manager in firms from 4-20 people.

Interactive Entertainment Software Development

Directed and managed staff of 35 computer graphics artists, representing graphics standards for U.S. studio products. Worked closely with engineering, executive producers and marketing in establishing software production schedules and budgets, ensuring goals met on multiple products.

Provided hands-on training, presentations and documentation in all studio CG applications as required, maintaining current site licenses for all seats of full Adobe / Macromedia product line.

Managed development of all internal visual content including product websites. Assisted with 3rd Party Development art review and coordination when required. Implemented comprehensive training programs for art staff members on related out-of-house software tools.

Prepared and monitored annual budget for studio art department. Assisted V.P. in preparation of studio annual budget. Responsible for art department staffing, staff career development, annual performance reviews and compensation. Coordinated visual presentation of projects in production and pre-production for review by executive management.

CAD / 3D Graphics Software Development

Specialized in multimedia software direct technical support for 3D Studio MAX, AutoCAD and numerous add-on products via Third Party Developers and "Value Added Re-Sellers". Worked with The Yost Group on development of 3D Studio MAX Beta, pre-release and development support. Provided hardware and software configuration support to Autodesk resellers, support contract accounts, and worldwide customers via telephone, Internet services & CompuServe Forums.

Positions / Employers / Clients

Frank Howard Allen Realtors / Coldwell Banker, Mill Valley, Tiburon, CA

Office Manager / Marketing Coordinator. Reported to Managing Broker / VP for 3 southern Marin County offices. Managed 3 administrative assistants and provided marketing design, production, support and digital photography for agents in Mill Valley, Strawberry Village and Tiburon. Served as Office Manager in Tiburon upon company buy-out by Coldwell Banker.

Vanguard Properties. INC, San Francisco & Corte Madera, CA

High-end Residential Real Estate Development, Marketing, Operations

Cisco Systems, INC, Instructional Designer, San Jose, CA

Designed & produced interactive web media and instructional videos for internal employee training.

Autodesk, INC, Sr. Product Support Technician, San Rafael & San Francisco, CA

Provided AutoCAD and 3D Studio MAX support and training to Autodesk resellers and customers worldwide

Electronic Arts, INC, Senior Art Director, Maxi's, Walnut Creek, CA

Worked with engineering, studio development director, producers, and EA executives to define art direction and graphics implementation in next generation of simulation entertainment.

Linden Labs, Founding Art Director, San Francisco, CA

Responsible for art direction and initial staffing of "Second Life", a virtual 3D world

ASG / Softdesk, INC, Software Support Technician, Sausalito, CA

Provided technical support direct to AEC customers for 15 AutoCAD 3rd party developers

David R. Kalb Architect & Associates, Brisbane, CA

Residential & corporate architectural design. CAD, Revit, marketing, project cost accounting

Hasbro Interactive, INC, Executive Art Director, Alameda, CA
Art Director with CG staff of 35, with 4 product lines in concurrent development, reported to Hasbro V.P

Microprose, INC, Art Director, Alameda, CA
Products included flight simulators and strategy games

New Wave Entertainment, INC, Lead 3D CG Artist, , San Mateo, CA
Founding lead artist to build art team. Start-up entertainment software company with Discovery Channel.

Integrated Computer Solutions, INC, San Rafael, CA
Sales support: Timberline Accounting, Estimating, AutoCAD. Primavera Project Management

T. Blazona Properties / Construction, San Francisco, CA
Residential & Commercial Construction, Tenant/Landlord Improvements: Bookkeeper, Office Mgr

John Walsh Architect & Associates, San Francisco, CA
Residential & Commercial Design: Office Manager/CAD Draftsman

Hyatt Regency Lake Tahoe, Incline Village, NV
\$22M Resort Hotel & Casino renovation: Project Cost Accounting, Sub-Contractor PO's, A/P

Mel's Diners, San Rafael, CA
Restaurant Franchise Development and Construction. Construction Cost accounting

Ripley & Associates Architects, San Francisco, CA
Civic and Residential Architectural Design Services. Office Manager/Assistant Bookkeeper

City Cabinetmakers, San Francisco, CA
Architectural custom cabinetry, kitchen design: Sales, Estimating, CAD, Showroom Manager

Software Proficiencies

AutoCAD Revit Architecture 2014
AutoCAD 2.0 through 2012
3D Studio MAX 8.0
Intuit QuickBooks Pro & Quicken
Adobe Master Creative Suite CS6
inc. Photoshop, Dreamweaver, Illustrator, Premiere, etc.
MS Office Professional 2010
MS Project
MS Visio
Acrobat Professional 9.0 Extended
OS: Windows 7, Vista 64-bit, XP Pro, NT, and everything back to DOS 6.0

Education

University of Iowa
Iowa City, IA BFA, Painting / Engineering Graphics
Minneapolis College of Art & Design
Minneapolis, MN Fine Art on Canvas, Silkscreen, Photography
Chicago Art Institute,
Chicago, IL Extension painting courses
Indian Hills Community College
Centerville, IA AA, Painting, Design, Engineering Graphics