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**AUSTIN DESIGNER WILL MOKRY  
A WINNER IN NATIONAL COMPETITION**

Austin, TX — Local designer Will Mokry, former Advertising Art Director for *austinwoman* magazine, has won second place in a national design competition with more than 1,600 entrants.

Mokry, founder and owner of Will Mokry Design, was a winner in the American Design Awards' 2008 Winter Semi-Annual Contest, chosen for outstanding graphical and Web design "in a manner conformant with today's highest standards of visual communication and ethical design standards." He was the only entrant from Austin named a winner in the contest.

The winning entry was a chic, elegant, dramatic print advertisement (full-page, full-color) for one of Will Mokry Design's most prestigious clients, Land Rover Austin, whose manager, Alan Ciota, says WMD work "is crisp, vibrant, fresh and stands out. ... The response to our ads has been outstanding."

Mokry's entry was among 1,662 in 22 categories of the American Design Awards that judges pored over and ranked, a difficult task, according to Helen Kaz, director of marketing at the ADA. "Designers by trade will always think outside the box, but having clients or circumstances place constraints limiting those ideas can be very challenging," she added. American Design Awards' Semi Annual Contests are among the most respected in the industry. For more information, visit [www.americandesignawards.com](http://www.americandesignawards.com).

Mokry — whose graphic and intuitive design work has also been featured in the Austin American-Statesman, Austin Monthly and Brilliant magazines, The Austin Chronicle and across the Internet — describes working with Land Rover Austin as a great experience. "They've enabled us creative license with their advertising, to push beyond the expected, resulting in extraordinary brand recognition in the local market and positive [sales] results."

In addition to Land Rover Austin and *austinwoman* magazine, other local and national clients have included Time Warner Austin, Austin Symphony Orchestra BATS, KMFA radio, The American Heart Association, Ciba Vision – Novartis Pharmaceuticals, Tri-County Pools, LightParts Inc., and Balcones Pain Consultants. A full list of clients, portfolio and more information is available at [willmokry.com](http://willmokry.com).

Will Mokry Design specializes in advertising, marketing and interactive design for clients that build brand awareness and define business communications.

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