



DESMOND — WILLIAMS

Graphic & Motion Designer

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Phone: 757-635-5508

Location: Mccordsville, IN, 46055

PROFILE

An enthusiastic creative with talents in Graphic Design, Illustration, Motion Graphics, and Social Media. Loves turning concepts into outcomes and adapting new ideas and techniques into my work. Skilled at planning, concepting, and storytelling. Enjoys following industry trends and finding new inspiration constantly.

EDUCATION

Ivy Tech Community College (Associate of Applied Science) August 2014 - May 2016

Visual Communications, Graphic Design

Indiana University - Purdue University Indianapolis (Bachelor of Science) August 2016 - May 2018

Media Arts and Science, Digital Storytelling

SKILLS

Adobe After Effects, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Premiere Pro, Adobe Acrobat, PowerPoint, Canva, Figma, WordPress, Elementor, Asana, Monday, Digital Advertising, Branding, Storyboarding, GIFs, Typography, Layout, Project Management, Photo & Video Editing, Illustration, Animation, Motion Design

EXPERIENCE

Graphic Designer (Enhance Health) October 2023 - June 2024

Led the creation of digital ads, infographics, presentations, email templates, video content, TikToks, and all other marketing & promotional materials. Developed and managed social media content libraries via Canva & Google Drive, and communicating and implementing improvements to the corporate identity, branding, and website design.

Motion Graphic Designer & Illustrator (Captivate Media + Consulting) March 2023 - October 2023

Created high-impact illustrations, designs, and animations that conveyed complex messages with clarity, purpose and intent to help positively impact education in the K-12 and educator audiences. Also aided in the creation of templates to allow the streamlining of content creation and sales pitches while ensuring the upmost attention to detail was kept.

Motion Designer (triAD CTV) August 2022 - January 2023

Designed and delivered motion graphics and managed video campaigns for web, social media, and television viewing according to approved strategy, concepts, and branding standards. Along with creating connected television commercials for local, regional, and national clients and partners in political, construction, and retail industries.

Visual Designer (Wunderkind) July 2021 - July 2022

Created rich media advertising for numerous varied publishers and brands. Built static, animated and interactive digital advertising based on client specs and references while utilizing the client's brand, voice, and style to transform concepts into compelling visual assets with proven success.

Social Media Manager (ACM SIGGRAPH) September 2018 - January 2021

Led the creation and implementation of all content, strategy, and outreach for the program. Created and curated assets and content libraries used by ACM SIGGRAPH and Student Chapters worldwide. Capitalized on social media trends to engage visitors, build an online community, and inform followers of upcoming events and deadlines.

Graphic Design Intern (Ivy Tech Community College) April 2019 - March 2020

Assisted in the creation of various print and digital materials for the Creative Services Team along with any other projects requested by the 40+ Ivy Tech campuses around the state of Indiana. Met strict deadlines, implemented constructive criticism, and also helped maintain a digital library for content and branding.