



DESMOND — WILLIAMS

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SUMMARY

An enthusiastic creative with talents in Graphic Design, Illustration, Motion Design, and Social Media. Loves turning concepts into successes and adapting new ideas and techniques into my work. Skilled at planning, conceiving, problem-solving, and storytelling. Enjoys following trends and finding new inspiration constantly.

EDUCATION

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

Media Arts and Science, Motion Design & Illustration

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

Visual Communications, Graphic Design

SKILLS

Adobe Creative Suite, Adobe After Effects, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Acrobat, Adobe Premiere Pro, PowerPoint, Canva, Figma, HTML/CSS, UX/UI, WordPress, Digital Marketing, Storyboarding, Asana, GIFs, Logos, Typography, Layout, Color Theory, Project Management, Photo & Video Editing, Art Direction

WORK EXPERIENCE

Freelance Graphic & Motion Designer (StartEngine) August 2024 - Present

As a freelancer, working both with StartEngine and various other SaaS clients and startups on digital campaigns to produce a range of graphic and web designs, mockups, illustrations, motion graphics, and video edits.

Graphic Designer (Enhance Health) October 2023 - July 2024

Led the creation of all digital content, marketing campaigns, copywriting, infographics, web design, presentations, email templates, and promotional materials. Developed and managed social media content and template libraries via Canva and Google Drive, and researched and implemented improvements to the companies identity and branding. My provided contributions led to a 20% increase in engagement and a 50% reduction in lead acquisition costs.

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

As a contractor, created high-impact and detail-oriented illustrations, designs, data visualization, and animations that conveyed complex messages with clarity, purpose and intent to help positively impact knowledge distribution in the K-12 and public and private education sectors. Also created graphic and motion design templates to allow the streamlining and prioritization of content and client pitches while ensuring the upmost attention to detail was kept.

Motion Designer (triAD CTV) August 2022 - February 2023

As a contractor, created motion graphics and managed video campaigns and digital strategy for web, paid social, and television based on approved strategy and branding standards. Also created connected television commercials for local, regional, and national clients in broadcast, cannabis, construction, e-commerce, political, and retail spaces.

Visual Designer (Wunderkind) July 2021 - July 2022

Created static, animated and interactive rich media visual design advertising for numerous companies and brands based on provided specs, compliance, and visual brand guidelines. Worked in a cross-functional agile team utilizing Slack and Asana to design for numerous campaigns which exceeded sales expectations and interaction goals by 30% and led to a 20% increase in new client acquisitions. Also assisted in market research to determine upcoming trends.

Graphic Design Intern (Ivy Tech Community College) March 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 user feedback and constructive criticism, and used organizational skills to maintain a digital library of brand assets.

Social Media Manager (ACM SIGGRAPH) May 2018 - July 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. Leveraged social media trends and communication skills to engage visitors, build an online community, and inform followers of upcoming events and deadlines which led to a 500% increase in followers and record breaking volunteer & engagement numbers.