

# Dean Williams

## **Graphic Design Specialist; Seasoned with Photography and Videography Skillsets.**

Marietta, GA

[Deanbusiness2012@gmail.com](mailto:Deanbusiness2012@gmail.com)

(404) 542-2049

Graphic Design Specialist with 5+ years of experience in the management of the complete design process, from conceptualization to delivery. Using graphic design techniques and producing visual media to communicate concepts. Expert at interdepartmental coordination and communication. Highly skilled with Adobe Creative Suite (Illustrator, Photoshop, InDesign), Microsoft Office Suite, WordPress, and Web Design Applications (Invision, Sketch) Able to stretch the boundaries of creative storytelling, through advertisement designs that will assist companies in their marketing objectives.

## Work Experience

---

### **Web Design Specialist**

DESIGN COUP - Atlanta, GA

November 2018 to Present

- Responsible in Developing artwork and layouts for print and digital signage, banners, posters, publications and flyers for various clients.
- Translate client business and marketing needs into concepts that are clear, compelling, visually interesting, intuitive and emotionally engaging.
- Responsible for maintaining creative asset library and evolving brand design standards.
- Produced creative assets in support of all client marketing and site initiatives including, email campaigns, display advertising; Along with any social and affiliate creative placements.
- Ensured that the designed concepts are aligned with client's marketing standards and requirements; As well as following brand guidelines and delivering creative projects within defined timelines and approved budgetary allowances.

### **Graphic Design Specialist**

ADRENALINE AGENCY - Atlanta, GA

April 2018 to October 2018

- Lead in the design and developments of graphic layouts and production communication materials for multiple projects.
- Designed and directed various campaigns and projects for multiple clients within the agency.
- Responsible for developing visually compelling brand concepts for brand launches, advertising campaigns, and company logos.
- Managed and developed team of designers, while maintaining project management and agency structures.
- Work closely with the Art Director to drive digital art strategies and implement creative tactics to help achieve client objectives.
- Responsible for leading design concepts, development, execution, and production of various materials including: print, stationery, collateral, multi-media, events, signage, and digital.

### **Junior Graphic Design Specialist**

WZ FRANCHISE CORPORATION - Atlanta, GA  
May 2017 to March 2018

- Recommended and consulted with franchisees on the most appropriate design concepts for marketing campaigns that meets brand guidelines.
- Led the video production process of multiple digital marketing campaigns including: Pre-production, shot sheets, filming, lighting, set-design, audio, editing, color-correction & exporting.
- Developed creative recommendations and designed visual solutions with a variety of mediums to support all of Wing Zone's "flavor-ful" digital marketing campaigns for 62 franchises within the U.S. and internationally.
- Executed creative visual content geared toward storytelling and driving engagement through the corporate website and social media platforms.
- Created customer-centered designs by considering market analysis, customer feedback, site metrics, and usability findings.
- Initiated and oversaw all website updates to ensure brand continuity.
- Worked closely with marketing operations and divisional marketing teams in the planning, creative development, execution, and production of marketing materials.
- Applied data driven social media strategies utilizing social listening tools to draw insights.

## Education

---

### **Bachelor of Arts in Graphic Communications**

KENNESAW STATE UNIVERSITY - Kennesaw, GA  
December 2018

### **Diploma in Digital Media Arts**

CHATTAHOOCHEE TECHNICAL COLLEGE  
May 2011

### **Associate in Television Production**

Chattahoochee Technical College - Marietta, GA  
May 2010

## Skills

---

Typography, Page Layout Design, Product Design, Pre-Press, Publication Design, Infographics Design, UX Design, Wire-framing, Flow Chart Design, Photography, Videography, Lighting

## Links

---

<http://www.deanwilliamsdesigns.com>