

Jeff Williams

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Portfolio: www.jeffdesignedthis.com

Designer and Director with extensive experience working on over 1K projects for companies ranging from small start-ups to large corporations. Creates thoughtful, clever, user-focused designs. Directs and executes projects from concept to completion, leads and mentors teams, and oversees deadlines and team workloads. Brainstorms and collaborates effectively with both internal teams and outside clients.

Education

Montana State University

Graduated with honors in 1998 with a degree in fine art and graphic design

Skills

Adobe Creative Suite, Photoshop, Illustrator, InDesign, XD, Sketch, Fontographer
Microsoft Office Suite, Apple Keynote, Some Adobe Premiere, After Effects, and HTML 5

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Experience

Citrix

Senior Designer, Jan. 2018 – Dec. 2019

Key accomplishments: brainstorm, direct, and execute B2B marketing collateral including adoption materials, interactive web modules, landing pages, videos, and social content

Charles & Colvard, Ltd.

Creative Director, Apr. 2017 – Jan. 2018

Key accomplishments: rethink and direct an update to primary customer touch-points including a redesigned B2C website, photography, packaging, event presence, integrated marketing collateral, advertising, and social

Greatist

Design Director, Aug. 2016 – Feb. 2017

Key accomplishments: collaborate, direct, and execute a brand refresh across the company, unifying all of Greatist's platforms and media including photography, illustration, typography, web, print, video, social, editorial, marketing, and advertising

PopSugar

Lead Designer, Mar. 2010 – Aug. 2016

Key accomplishments: design, manage, and direct a team brainstorming, pitching, and executing over 500 projects a year including custom advertising campaigns, websites, banner media, apps, video, social campaigns, logos, events, and brochures

Key Curriculum Press

Senior Graphic Designer, Jul. 2006 – Mar. 2010

Key accomplishments: brainstorm and design integrated marketing materials as well as collaborating on the design for an online lesson plan tool