

# ROBYN WILLIAMS

DESIGNER ■ ILLUSTRATOR

## EXPERTISE

Print Design ■ Identity Design & Branding  
Illustration ■ Product & Packaging Design  
Web Design & Front-End Development

### ADDITIONAL BRAGGING RIGHTS

Infographics ■ Hand-lettering ■ UI Design  
SharePoint ■ WordPress ■ Presentation Design  
Photography ■ Photo Editing & Manipulation ■ Video Editing

## ABOUT

For over 7 years, I've worked as a Designer and Illustrator. Organized, determined, and resourceful, I put my skills to work to create fun, inspiring & motivating designs that leave a lasting impression.

I have provided my art, designs, and expertise to clients across the board - government offices, nonprofits, artists, ecommerce businesses, game companies, and more.

## TECH SKILLS

### PHOTOSHOP



### ILLUSTRATOR



### INDESIGN



### HTML & CSS



### ADDITIONAL SOFTWARE KNOWLEDGE

Dreamweaver ■ Premiere ■ After Effects  
Microsoft Office (Word, Excel, PowerPoint, Publisher)

## EDUCATION

Adobe Systems

**INDESIGN TRAINING:  
Building Folios for Digital Publications**  
2014

Learning Tree International  
**SHAREPOINT 2010  
TECHNOLOGIES TRAINING**  
2011

Art Institute of Washington  
**BFA MEDIA ARTS & ANIMATION**  
2005 - 2009

### EXPERIENCE

#### ILLUSTRATOR ■ 2016-2017

*Pulsar Publishing*

- Conceptualized and illustrated pages for coloring book publication - based on original designs and existing IPs

#### GRAPHIC DESIGNER ■ 2016-2017

*SingleDigit Studio*

- Designed company logo and brand identity - including, but not limited to website design, business stationery, pamphlets, social media advertisements, and packaging design.
- Provided consultation on convention and event appearance booth and setup design.

#### ILLUSTRATOR / DESIGNER ■ 2011-2017

*Byte Size Treasure*

- Created entire company brand, including logo, website design, packaging design
- Developed, designed, and illustrated work for a full original IP based on real-world sea creatures to be used on a variety of products
- Managed company's brand across all social media
- Designed exhibition booth setups
- Coordinated with vendors regarding the estimates, inventory, fulfillment, and shipping of products

#### WEB DEVELOPER ■ 2016

*Vigilante Coffee Company*

- Redesigned and developed new company website
- Created advertisements for print and web
- Designed product bags for specialty coffee flavors

#### GRAPHIC DESIGNER ■ 2014-2015

*National Center for Missing & Exploited Children*

- Designed and produced print & online resources for youths ages 5-17, educators, parents, and law enforcement for multiple in-house brands & child safety campaigns.
- Design work included logos and branding guidelines, brochures, flyers, posters, large displays and banners, educational and training materials, websites, monthly HTML e-blasts, promotional items and other multimedia projects.

- Collaborated with Content and Outreach teams to develop training and presentation materials for children and adults.
- Coordinated with vendors regarding the estimates, inventory, fulfillment, and shipping of publication & promotional items.
- Created a SharePoint-based asset repository for program digital assets for clients and in-house teams to access
- Designed the 2015 Hope Award trophy

#### ILLUSTRATOR ■ 2012-2016

*Dark Legacy*

- Conceptualized and illustrated pieces to be used in the table-top card game, Dark Legacy

#### WEB DEVELOPER / DESIGNER ■ 2013-2015

*Geta's Exotic Leathers*

- Maintained large e-commerce store database - involving importing product information, adding photos, and more
- Edited photos for use on the online store
- Designed printed brochures for trade shows

#### DESIGNER & WEB DEVELOPER ■ 2010-2014

*Modern Technology Solutions, Inc*

- Redesigned, developed, and maintained company website, multiple e-newsletters, as well as external websites for clients.
- Worked with Marketing team to create new company brand, including all typical branding needs - including, but not limited to, website design, business stationery, PowerPoint templates, newspaper ads, manuals, and fact sheets.
- Other design work included company and client logos and patches, PowerPoint templates & training courses, charts/ forms/graphics for company-wide use, proposals, trainings, briefings, flyers/posters and interactive PDFs.

#### UI DESIGNER & ILLUSTRATOR ■ 2010

*Immersion Labs*

- Designed the full custom GUI and illustrated several splash screens for the iPhone game Torvo's World