

ROBYN WILLIAMS

DESIGNER • ILLUSTRATOR

EXPERTISE

Print Design • Identity & Branding • Marketing
Illustration • Product & Packaging Development

ADDITIONAL BRAGGING RIGHTS

Infographics • Hand-lettering • UI Design
SharePoint • WordPress • Presentation Design
Photography • Photo Editing & Manipulation • Video Editing
Web Design & Front-End Development • Social Media Management

TECH SKILLS

PHOTOSHOP



ILLUSTRATOR



INDESIGN



HTML & CSS



ADDITIONAL SOFTWARE KNOWLEDGE

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

EXPERTISE

For over 9 years, I've worked as a Designer, Illustrator, and a Small Art Business Manager for 7 years. Organized, determined, and resourceful, I put my skills to work to create fun, inspiring & motivating designs that leave a lasting impression.

I have provided designs and expertise to clients of all sizes - from government offices to nonprofits, artists, e-commerce businesses, game companies, aquariums, and more.

EDUCATION

ADOBE SYSTEMS HQ

**INDESIGN TRAINING:
BUILDING DIGITAL PUBLICATIONS**
2014

LEARNING TREE INTERNATIONAL

SHAREPOINT 2010 TECHNOLOGIES TRAINING
2011

ART INSTITUTE OF WASHINGTON

BFA MEDIA ARTS & ANIMATION
2005 - 2009

EXPERIENCE

ILLUSTRATOR / GRAPHIC DESIGNER

2018-2019

Society for Science & the Public
Science News Magazine

- Designed and conceptualized work including brochures, flyers, magazine and website advertisements, imagery for newsletters, promotional items, animated ads, and marketing collateral for international science fairs (Intel ISEF and Broadcom Masters)

ILLUSTRATOR / DESIGNER / MANAGER

2012-2019

Byte Size Treasure

- Created company brand - including logo, website design, packaging design, all printed & digital marketing materials & ads
- Managed the company's brand across all social media and created all marketing materials
- Implemented design strategies to enhance the company's brand image
- Developed, designed, and illustrated work for a full original IP (intellectual property) based on real-world sea creatures to be used on a variety of products and educational materials
- Created materials for an educational monthly subscription box
- Designed, built, and set up over 3 dozen exhibition booth setups from 2015-2019
- Coordinated with domestic and international vendors for the creation of unique products
- Managed an e-commerce store - including inventory, fulfillment, shipping of products, and customer service

DESIGNER / MANAGER

2016 - 2019

SingleDigit Studio

- Designed company logo and brand identity - including, but not limited to website design, business stationery,

pamphlets, social media advertisements, packaging design, marketing collateral, and all printed materials.

- Provided consultation on convention and event appearance booth and setup design.
- Developed and implemented design strategies to enhance the company's brand image
- Managed social media accounts starting in 2018

GRAPHIC DESIGNER

2018

MyInkyInk / TShirt Printing Company

- Created company logo, business collateral, and website design for e-commerce
- Created sample shirt designs for production

GRAPHIC DESIGNER

2017-2018

Image360

- Designed and produced logos, business cards, marketing collateral, banners and large-format printed materials for a variety of product/service customers (The Schuman Challenge, Altamira)
- Assisted in analyzing print job requests, print quality, minor mechanical repairs on printing equipment

ILLUSTRATOR

2016-2017

Pulsar Publishing

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

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

EXPERIENCE

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 / Upper Deck Entertainment

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

WEB DEVELOPER / DESIGNER

2013-2015

Geta's Exotic Leathers

- Maintained a large e-commerce store database & website CRM - 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, and external websites for clients.
- Worked with IT team to design, organize, and maintain internal SharePoint system
- 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 logos and patches, PowerPoint templates & training courses, charts/forms/graphics for company-wide use, proposals, internal training, briefings, flyers/posters, other printed collateral, and interactive PDFs.

UI DESIGNER & ILLUSTRATOR

2010

Immersion Labs

- Designed a full custom GUI (Game User Interface) and illustrated full pieces for game splash screens and menu backgrounds for the iPhone game Torvo's World