

JANNIFER WILLIAMS

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PROFESSIONAL SUMMARY

Multidisciplinary designer and creative director with more than fifteen years of experience developing visual identities, digital campaigns, and design systems for federal, nonprofit, and corporate clients. Combines fine-art roots with modern design strategy to create high-impact visuals across print, digital, and environmental platforms.

CAREER HIGHLIGHTS

- Directed full-scope brand and creative strategy for the U.S. Department of Commerce, Capitol Hill projects, and Visionaries of the Creative Arts at the Kennedy Center.
 - Developed award-winning design systems across print, digital, and environmental media, improving production efficiency and cross-team consistency.
 - Recipient of the Houston Mural Artist Award; featured at the de Young Museum, San Francisco City Hall, and Houston Center for Photography.
 - Led 25+ full-scope visual identity projects from concept to delivery for corporate, arts, and education clients.
 - Skilled in Adobe Creative Suite, Procreate, Figma, and motion design; integrates fine art, architecture, and UX principles into meaningful visual experiences.
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PROFESSIONAL EXPERIENCE

FREELANCE CREATIVE CONSULTANT & ARTIST | REMOTE

Apr 2017 - Present

- Created brand systems, signage, and print campaigns for 25+ clients including nonprofits and small businesses.
- Produced murals, led art workshops, and consulted on visual storytelling and interior design concepts.

VISIONARIES OF THE CREATIVE ARTS, VOCA - WASHINGTON, D.C.

Creative Content Director & Designer | Feb 2021 - Dec 2023

- Directed branding and design for events and partnerships, including Kennedy Center showcases.
- Designed stage backdrops, digital assets, and merchandise for national art initiatives.

ECONOMETRICA, INC. - BETHESDA, MD

Graphic Designer | May 2019 - Jul 2019

- Designed accessible digital tools, infographics, and training materials for federal health clients.

U.S. DEPARTMENT OF COMMERCE - WASHINGTON, DC

Graphic Designer Contractor | Apr 2016 - May 2017

- Produced 300+ branded materials including infographics, brochures, and templates for SelectUSA campaigns.
- Developed updated brand guidelines and visual identity systems recognized across multiple agencies.

TEXAS PUBLIC CHARTER SCHOOLS ASSOCIATION - AUSTIN, TX

Interim Director of Marketing | Oct 2015 - Apr 2016

- Led design and marketing for a 500+ attendee conference and statewide campaigns.
- Managed daily creative output across digital, print, and social media platforms.

AUSTIN WOMAN MAGAZINE - AUSTIN, TX

Graphic Designer (Internship) | Sep 2011 - May 2012

- Assisted with monthly layout and ad production while mastering editorial design workflow.

CORE SKILLS

Design & Branding: Brand identity, typography, illustration, infographics, UI/UX design
Creative Tools: Adobe Creative Suite, Procreate, Canva, After Effects, Constant Contact
Digital Skills: Web and social design, email marketing, motion editing, photography curation
Project Tools: Slack, Asana, SharePoint, Microsoft Office, Zoom
Other Expertise: Mural art, accessibility design, workshop facilitation, 508 compliance
Certificates: Digital Marketing, Brand Development, Web Analytics (The MIL Corporation); UX Principles; Motion Editing; Accessibility Awareness

EXHIBITIONS & AWARDS

de Young Museum - Digital Exhibition "Merging," 2006
San Francisco City Hall - Insight 2004 Exhibition "San Francisco Is Red"
Muralist Winner - Houston Mural Artist Award, 1996 (Houston, TX)

EDUCATION

Bachelor of Fine Arts in Studio Art - The University of Texas at Austin (May 2002)

HOBBIES

Painting, creative workshops, art history, art museums, music, and travel.

REFERENCES UPON A REQUEST