

ARIVIA WILLIAMS
PORTFOLIO
ART DIRECTOR & GRAPHIC DESIGNER



EDUCATION

AI MIAMI INTERNATIONAL UNIVERSITY OF ART & DESIGN

Oct. 2006 - Dec. 2009

BACHELOR OF FINE ARTS

Computer Animation

Jan. 2010 - Sept. 2013

MASTER OF ARTS

Graphic Design

EXPERIENCE

FREELANCE ART DIRECTOR & GRAPHIC DESIGNER

Arid Designs

USA | April 2009 - Present

- Responsible for project scheduling & completion under tight deadlines
- Designed printed collateral, brand identities & multi-media marketing
- Creation of visual FX, rotoscoping, motion tracking and compositing for film

WEB & GRAPHIC DESIGNER

Formerly Acceller Inc./Bridgevine

Miami, FL | June 2011 - October 2014

- Video production, editing and motion graphics
- UI/UX design for web, mobile, tablet & new products for consumer-facing landing pages
- Designed all B2B assets and brand guidelines for Acceller; as well as printed materials for consumer-facing assets

GRAPHICS & WEB DESIGN MANAGER

DISTRICT Creative Studios

Miami, FL | August 2014 - November 2015

- Designed & managed creative for all client/partner facing collateral & digital platforms
- Direct & indirect management of design team, including interns, graphic designers, UX designers, and web developers

GRAPHICS & WEB ARTIST

OneSource Relocation

Sandy Springs, GA | July 2015 - February 2016

- Management of creative design for all collateral
- UX/UI, wireframe & prototype design for B2C Ecommerce platform & buyflow

SKILLS & TOOLS

Adobe Creative Suite

Autodesk Maya

Animation

MS Office

Sketching/Lettering

Prototyping

Wireframe

Invision

Digital Photography

HTML/CSS

Video Production

INWAY STUDIOS

SERVICES

Brand Identity
Art Direction

PRIMARY LOGO



ALTERNATE LOGOS & WATERMARKS



COLORS



Full-service design brand creation of **INWAY STUDIOS**, a content development studio producing educational and entertaining 2D/3D animated multi-platform content for children and teens.





PRIMARY LOGO



COLOR PALETTE



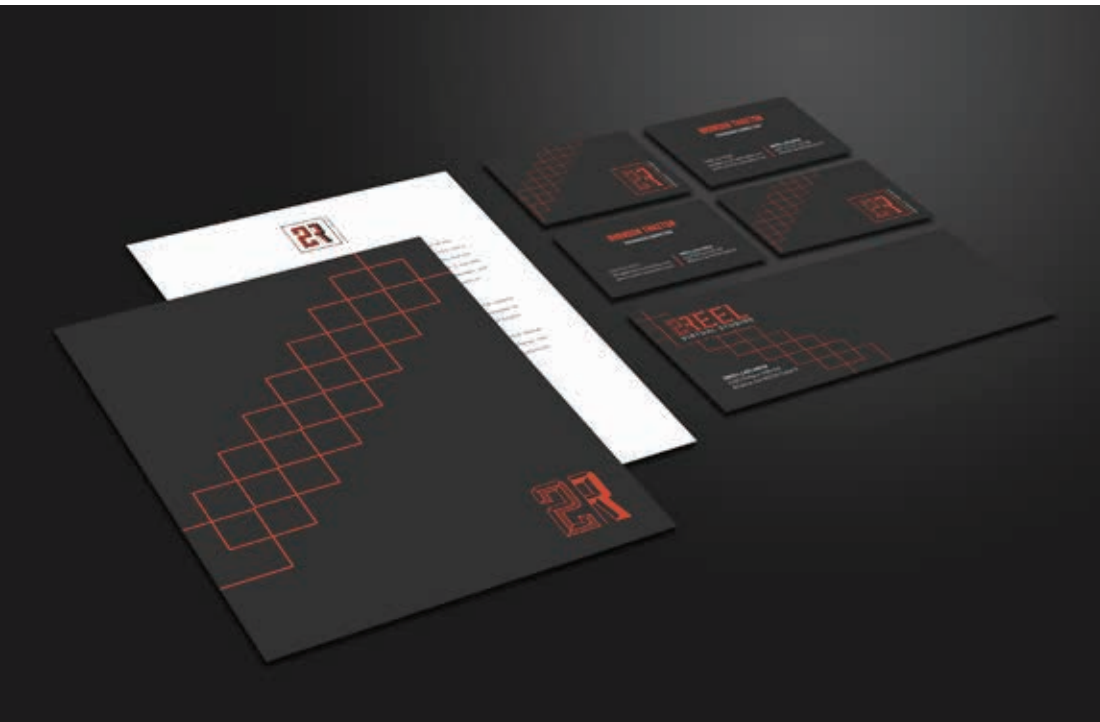
ALTERNATE LOGOS



2REEL VIRTUAL

SERVICES

- Brand Identity
- Art Direction
- Web Design



Full-service design brand creation of **2REEL VIRTUAL STUDIOS**, a fully loaded production studio with a focus on virtual reality built on the ability and expertise to accommodate the demands of the entertainment industry.





VIRTUAL STUDIOS



WE ARE **2 REEL STUDIOS**, A CUTTING-EDGE VR
MARKETING STUDIO BASED IN THE UNITED
STATES & BELGIUM.

SCROLL DOWN



OUR 360° SOLUTIONS

There are several misconceptions about virtual reality and its uses. The most common misconceptions that we hear about are that it is only for gamers and unaffordable; however, these myths couldn't be further from the truth. The reality of virtual reality is that soon, it will soon be used by firms in ALL industries across the globe at an inexpensive price. Heck, we give you the headset for free!

2 Reel Virtual Studios creates VR marketing campaign tools to assist firms in solving problems regarding product engagement, customer awareness, and return on investment. We work with a wide-range of partners all aimed at leveraging our PseudoPass™ technology to increase each of the aforementioned criteria and more!

Take advantage of this opportunity by partnering with 2 Reel Virtual Studios where the possibilities are endless!



REEL FOOTAGE

Showcasing our clients entire projects defeats the purpose for their use. So we have included samples so that you can see the virtual reality possibilities.



[View All Work](#)

OUR APPROACH

We are passionate about producing professional grade interactive experiences that can be viewed via VR headsets, computers, and mobile devices. Our experienced team uses a virtual reality/360° hybrid platform and combines it with special effects such as: voice overs, tour guides, reenacted environments, etc. to completely immerse the audience.

3D 360 VR

Multi-Cam
Stage Production

Multi-Cam
Film Style

Stitching
& Encoding

Spatial Audio
Design

CONTACT US

The 2 Reel production team consists of creative 360° film directors, producers, writers, actors, and sound engineers whose primary objective is to deliver the best VR experiences at an affordable cost. Our production team collaborates with our marketing strategists whose primary objective is to leverage the product as a marketing tool that offers VR solutions that are efficient, effective, and up-to-the-minute.

2REEL | ATLANTA
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Atlanta, Ga 30318 Suite B
(323) 515-0333

2REEL | EUROPE
Boeremstraat 31 8750
Wingene, Belgium
+37 489 71 55 94
2Reelbert@gmail.com

[Hire Us](#)

Our team works directly with agencies, brands and curious individuals to go further into the Brave New World of Virtual Reality. From the history of VR to in-depth concept development, teams will gain a deeper understanding of Virtual Reality and it's incredible potential. Click the link below to learn more.

[VR Workshops](#)



VIRTUAL STUDIOS



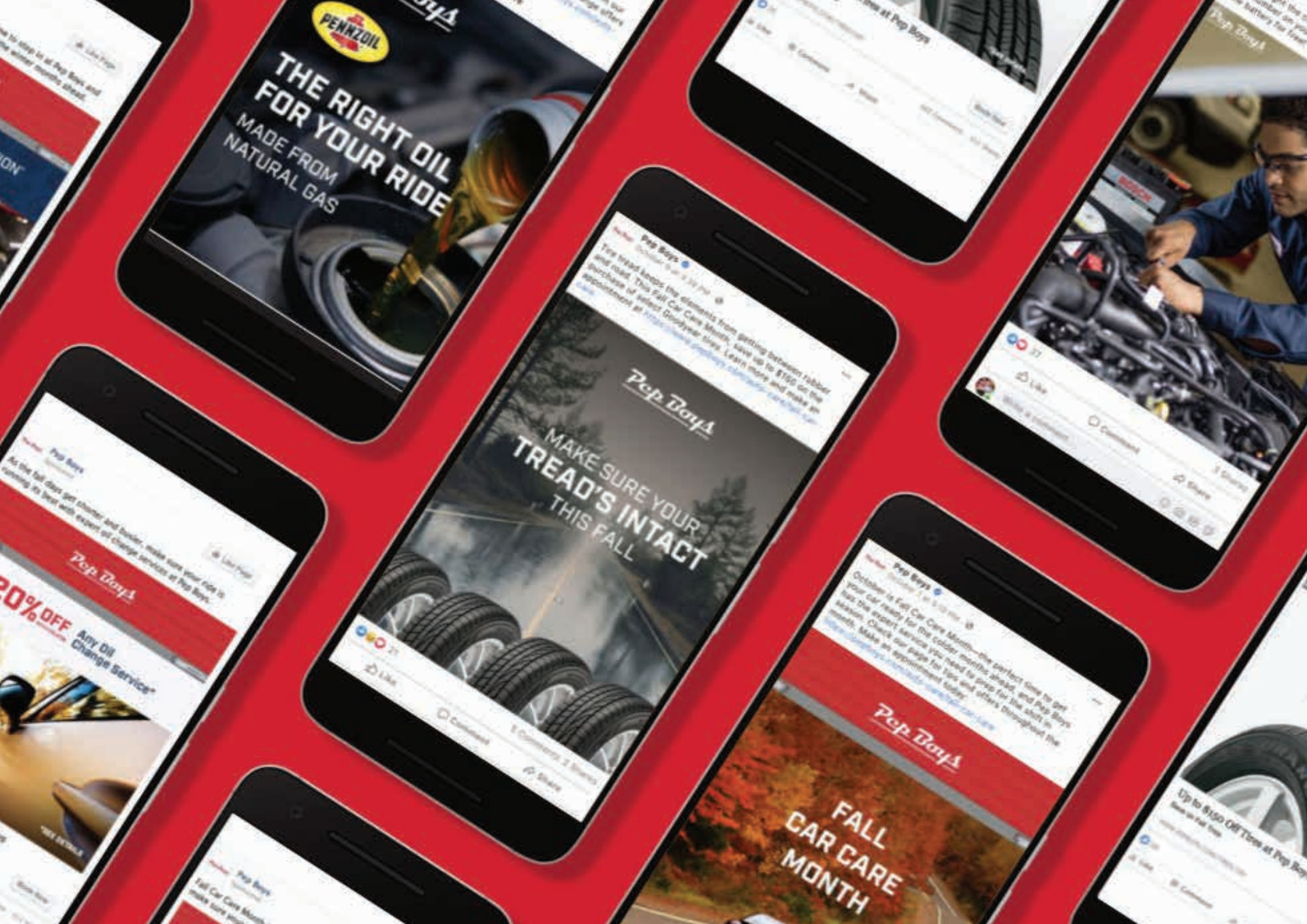
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YOUR DOORWAY TO SUPERIOR
AUTO SERVICE

Pep Boys

Full-service design and marketing rebrand campaign for **PEP BOYS**, a well-known 100 year old nationwide entity of the automotive parts and service industry.

“
**OUR
PASSION
IS OUR
PURPOSE**
”



PENNZOIL
THE RIGHT OIL FOR YOUR RIDE
MADE FROM NATURAL GAS

Pep Boys
MAKE SURE YOUR
TREAD'S INTACT
THIS FALL

Pep Boys
FALL CAR CARE MONTH

20% OFF
Any Oil Change Service*

Up to \$150 Off Tires at Pep Boys
Make us Fall Time



CREDITS

In collaboration with Push 22

Pep Boys

[Fleet Service](#)

[For the Professional](#)

[Weekly Ad](#)

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What brings you here today?



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FREE INSTALLATION! on COOPER TIRES and more deals below

Questions? Call 1-800-737-2697





FEL-PRO EVENT

SERVICES

Print
Web Design




HERE'S TO THE
1300+ MEN AND
WOMEN WHO MAKE
IT ALL POSSIBLE.

LEARN MORE >>

HERE'S TO THE 1300+
MEN AND WOMEN WHO
MAKE IT ALL POSSIBLE.

LEARN MORE >>




HARD WORK,
INNOVATION AND
OLD SCHOOL VALUES.

LEARN MORE >>




HARD WORK, INNOVATION AND
OLD SCHOOL VALUES.

LEARN MORE




HERE'S TO THE 1300+ MEN AND WOMEN WHO
MAKE IT ALL POSSIBLE.

LEARN MORE




Branding, layout and web design for **FEL-PRO**,
a trusted fixture of the automotive industry
and 100 year old gasket manufacturer.

CREDITS

In collaboration with Push 22

HERE'S TO THE 1300+ MEN AND WOMEN WHO MAKE IT ALL POSSIBLE.

Here's to Roosevelt Hargrove, who's
spent 28+ years at Fel-Pro® making sure
the heartbeat of our Skokie, IL plant—the
800 ton MLS head gasket press—keeps
on beating. **Our story is your story.**
Thanks for helping to write it.



Roosevelt Hargrove, 28+ years at Fel-Pro

FelPro.com





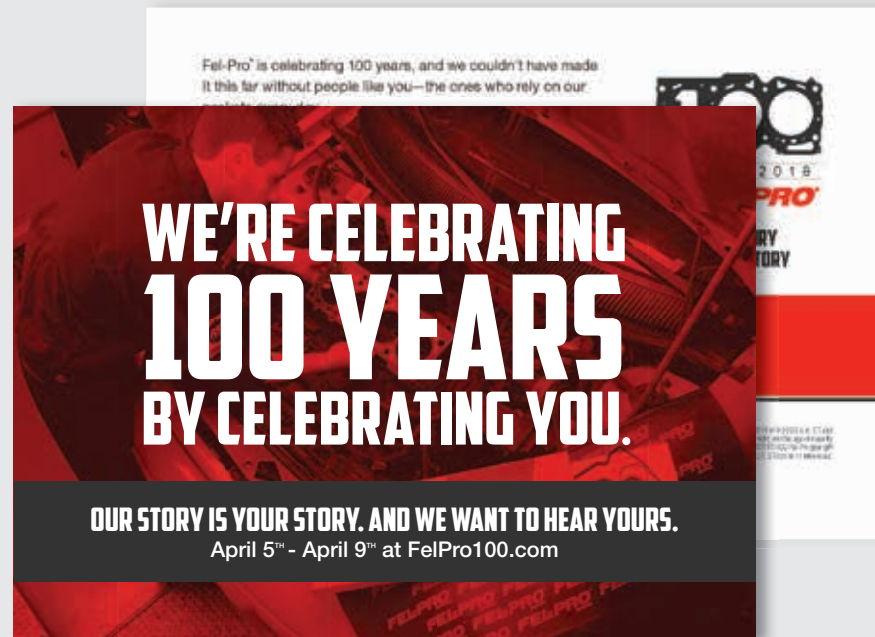
We can't thank you enough
as
versary.

participate in
emotion, you
box decal
stainless steel
forged in the
-100 years in
write it.

RY
RO'
SPECIAL-MOBILE
SPECIAL

100
1918 - 2018
**THANK YOU
x100**

Fel-Pro® is celebrating 100 years, and we couldn't have made
it this far without people like you—the ones who rely on our.

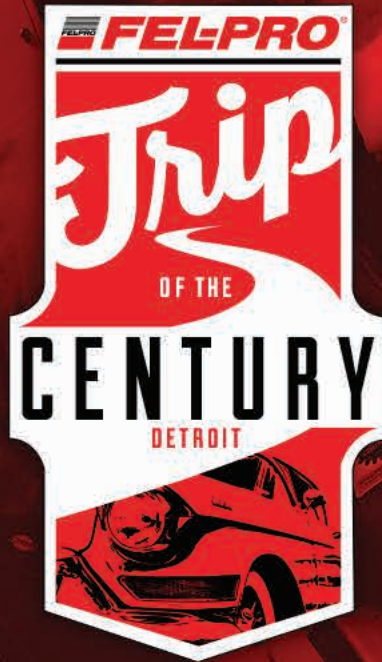


**WE'RE CELEBRATING
100 YEARS
BY CELEBRATING YOU.**

OUR STORY IS YOUR STORY. AND WE WANT TO HEAR YOURS.
April 5th - April 9th at FelPro100.com

2018
PRO'
RY
STORY

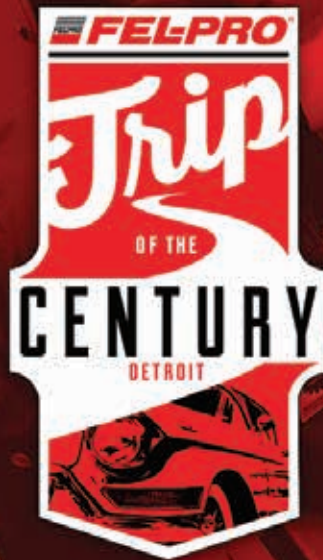
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Fel-Pro® is a registered trademark of Fel-Pro®.
100 YEARS OF
1918-2018
100 YEARS OF
1918-2018
100 YEARS OF
1918-2018



WE'RE CELEBRATING
100 YEARS
BY CELEBRATING YOU.

Enter to win a

THANK YOU



WE'RE CELEBRATING 100 YEARS BY CELEBRATING YOU.

Personalize Your Mug and Dec

Personalization*

9 character max, including spaces

SHIP TO

Required Fields*

First Name:*

Last Name:*

Shipping Address*



Enter to win a
"TRIP OF THE CENTURY"

Enter your 8-digit Promo Code

I agree that I am 18 years or older, in the age of majority in my state/province/territory of residence. I have read the [official rules](#) and agree to the [terms of use](#).

Submit

THANK YOU...

For your loyalty, we'll also be sending you two awesome Fel-Pro collectibles—a personalized toolbox set and a limited edition, personalized stainless-steel mug, proudly forged in the USA. We hope you'll enjoy them with our sincere appreciation.



**GRAND PRIZE
WINNERS
WILL RECEIVE**



AIRFARE



HOTEL FOR TWO

VIP

BEHIND THE SCENES
ACCESS WITH FEL-PRO



FOOD AND
TRANSPORTATION

We're celebrating 100 years by celebrating you.

Our success story is an American story, built on the hard work and support of the people who recommend and install our products every day. The "Trip of the Century" sweepstakes is our way of saying thanks and recognizing 10V technicians and repair shop owners for their brand loyalty.

Use your personalized promotion code (which you'll find on your invitation) to complete your entry.



What is the "Trip of the Century"?



It's a VIP weekend that spans three event-packed days in the Motor City and centers around the Woodward Dream Cruise, the nation's largest classic and custom car event. Ten lucky VIPs (and a guest!) will join us for a truly unique experience and behind-the-scenes access to the Dream Cruise and other great events.

Register now and enter for your chance to win.

[Rules & Frequently Asked Questions](#)

TEMPTED PALATE

SERVICES

Brand Identity

Art Direction

Web Design





Full-service design rebrand for **THE TEMPTED PALATE**, a popular Atlanta-based family owned Cajun/Creole and seafood foodtruck turned restaurant.

THE
TEMPTED
PALATE



CONTACT

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ARIVIA WILLIAMS PORTFOLIO

ART DIRECTOR & GRAPHIC DESIGNER

