

ARIVIA WILLIAMS

WEB & GRAPHIC DESIGNER

CONTACT

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www.ariddesigns.com

EDUCATION

AI MIAMI INTERNATIONAL
UNIVERSITY OF ART & DESIGN

BACHELOR OF FINE ARTS
Computer Animation

MASTER OF ARTS
Graphic Design

SKILLS

Adobe Creative Suite
Autodesk Maya
2D/3D Modeling & Animation
Microsoft Office
Prototyping/Wireframe
Invision/Figma/Canva
Digital Photography/Editing
HTML/CSS
Video Production/Editing
Wordpress
Divi/Elementor

OBJECTIVE

Experienced multidisciplinary web & graphic designer with a strong passion for brand design, print design and web design looking to continue designing creative for both printed and digital media to support your marketing and sales efforts.

EXPERIENCE

WEB & GRAPHIC DESIGNER

Smart Link Solutions

Wixom, MI | March 2022 - May 2023

- Worked directly with clients to create and build responsive websites from intake meeting to deployment.
- Responsible for all creative direction and production of marketing assets for print and digital media such as logos, flyers, eblasts and social media.
- Planned, developed and managed client/partner social media accounts for continued growth and engagement.

FREELANCE ART DIRECTOR, WEB & GRAPHIC DESIGNER

Arid Designs

USA | April 2009 - Present

- Responsible for project scheduling, management and completion under tight deadlines.
- Collaborates closely with clients to produce printed collateral, brand identities and multi-media marketing materials.
- Creation of visual FX, rotoscoping, motion tracking and compositing for video production using Autodesk Maya and Adobe CC for both film and other digital media.
- Creation and development of responsive web design using UI/UX principles, wireframing, prototyping and user testing for various clients of different industries.

GRAPHICS & WEB ARTIST

OneSource Relocation

Sandy Springs, GA | July 2015 - February 2020

- Project management and design of creative for all business collateral including but not limited to web design/updates, emails and presentation decks.
- UX/UI design, wireframe and prototype development for B2C Ecommerce platform and buy flows for health insurance companies.