



SENIOR GRAPHIC & WEB DESIGNER

PROFESSIONAL SUMMARY:

Senior Graphic & Web Designer with 18 years of experience transforming ideas into high-performing digital and brand experiences. I combine strategic creative direction, UX strategy, and marketing insight to deliver design systems that increase engagement, elevate brand credibility, and support business growth. Recognized for executing end-to-end projects with precision, speed, and strategic intent.

DESIGN PORTFOLIO >>

PROFESSIONAL EXPERIENCE:

Senior Graphic & Web Designer Consultant

OrcaWave | Number Access | Multiple Clients
2023–Present

- Design re-branding initiatives across web, digital, social, and marketing assets, creating cohesive brand systems used company-wide.
- Designs and updates responsive websites, landing pages, and UI components to improve usability and visual consistency.
- Creates sales and marketing collateral including one-pagers, pitch decks, trade show graphics, and social media assets.
- Partners cross-functionally with marketing, product, and leadership teams to deliver design solutions aligned with business goals.

Digital Marketing & Communications Consultant

Town Clock CDC | 2026–Present

- Design marketing materials including flyers, social media graphics, event signage, and digital campaigns.
- Develop press releases, donor campaigns, and event marketing initiatives
- Manage website content, email campaigns, and social media engagement
- Develop and execute integrated marketing campaigns that align digital strategy with fundraising goals, increasing community visibility, donor engagement, and event participation.

CONTACT:

 203.928.7827

 West Haven, CT (EST)

 jenniferwilliamsgd27@gmail.com

 LinkedIn: jennifer-williams-67991296

 jenniferwilliamsdesignportfolio.com

CORE EXPERTISE:

- Graphic Design
- Web Design & Development
- UI/UX Design
- Digital and Print Media
- Digital and Social Media Design
- Marketing and Brand Design

TECHNICAL SKILLS:

Expert-Level Proficiency In:

- Adobe Creative Suite: InDesign, Photoshop, Illustrator
- Figma | Adobe XD
- WordPress | Wix | HTML/CSS
- HubSpot
- Microsoft PowerPoint
- AI-Assisted Design Tools

EDUCATION:

B.S: Graphic Design

A.S: Graphic Design

CERTIFICATIONS:

Web Development Certificate:

CT School of Broadcasting

Visual Communications Certificate:

Gibbs College

PROFESSIONAL EXPERIENCE:

Senior Graphic Designer (Contractor)

June 2024 - June 2025

CLEAResult

Senior Graphic Designer at CLEAResult delivering brand, marketing, and digital design solutions to support energy efficiency programs and client communications.

- Designed and developed marketing collateral, digital assets, and presentations to support energy efficiency programs and client communications.
- Collaborated with cross-functional teams to maintain brand consistency across campaigns, events, and digital platforms.

Senior Graphic and Web Designer

May 2022 - October 2023

Seek

Senior Graphic and Web designer at Seek, a B2B SaaS start-up. Designed brand and digital assets across web and marketing channels to enhance usability, clarity, and visual impact.

- Led the implementation of Seek's new brand identity across email, social, web, mobile, and print, designing responsive creative assets including branding guidelines, infographics, one-pagers, presentations, digital ads, landing pages, and exhibit/booth materials.
- Designed and delivered marketing, sales, and product-focused projects in close collaboration with cross-functional teams and key stakeholders, ensuring fast turnaround, quality execution, and brand consistency.
- Created and maintained on-trend visual content for the website, managing ongoing updates and supporting the development and scheduling of blogs, news sections, and a centralized content library to improve engagement.
- Partnered with the Product team to design visually compelling UI and user experience screens that enhanced both the aesthetic and functionality of the Seek platform.

Manager, Digital Design & Marketing

March 2020 - December 2021

News Direct

Manager of Digital Design & Marketing for News Direct, a B2B SaaS start-up. Led the creation and execution of all digital design and marketing assets for web, social, email and sales collateral.

- Led all digital design and marketing efforts to build and scale the News Direct brand, creating assets including infographics, one- and two-pagers, white papers, pricing tables, video content, and visual brand systems.
- Partnered closely with the Marketing Director to conceptualize and execute integrated marketing campaigns across email, social media, paid ads, and landing pages, delivering innovative, on-brand digital content.
- Collaborated with leadership, sales, customer success, and UX teams to produce cohesive marketing materials, platform UI designs, wireframes, and mockups that enhanced usability and presentation quality.
- Managed website graphics and maintenance, HubSpot content management, email templates and deployments, and social media planning to optimize user experience, engagement, and brand consistency.

Graphic Designer / Production Coordinator

April 2013 - March 2020

Soundings / A.I.M

Production Coordinator and Graphic Designer on production team responsible for the design and production of advertisements and producing monthly magazines for the Marine Group.

- Designed and produced custom client advertisements, managing updates to layouts, imagery, copy, and assets throughout the production process.
- Built and deployed responsive email marketing templates using Dreamweaver, HTML/CSS, and HubSpot, managing campaigns, A/B testing, and mobile optimization.

PROFESSIONAL EXPERIENCE:

Graphic Designer

June - November 2012

Sumner Communications

Graphic Designer for wholesale magazine publisher. Responsible for creating print ads and production of monthly magazines.

- Designed and produced advertisements, cover art, and editorial layouts for four monthly wholesale magazines across both digital and print platforms.
- Collaborated with editorial and production teams to deliver visually compelling, on-brand publications while meeting recurring monthly deadlines.

Web and Graphic Designer

April 2011 - June 2012

Antelope Networks

Graphic and Web designer for small digital marketing agency. Responsible for creating brand design and website design mock-ups for small businesses.

- Designed brand identities and website design mockups for small business clients, delivering cohesive visual systems tailored to their marketing and digital needs.
- Collaborated with clients and internal teams to translate business goals into effective brand and web design solutions for diverse industries.

Graphic Designer

May 2008 - 2009

Experience In Design

Graphic Designer in the art department working on the production of artwork for tshirts, and promotional items. Skilled using vector art.

- Designed and prepared vector-based artwork for screen-printed apparel and promotional products, ensuring accuracy, color consistency, and print-ready files.
- Utilized Adobe Illustrator extensively to create and refine vector-based designs for screen-printed apparel and promotional items, ensuring precision, scalability, and print-ready accuracy.

Graphic Designer/Project Manager

March 2007 - May 2008

Community Health Network of CT.

Graphic Designer on the marketing team for a non-profit healthcare community-based company, creating a wide range of creative assets.

- Collaborated with the marketing team to deliver cohesive creative assets that supported community events, outreach initiatives, and organizational branding.
- Planned and executed a large-scale community event in partnership with vendors and local businesses, creating and delivering all marketing assets to drive visibility and participation.



DESIGN CAREER HIGHLIGHTS:

- Elevated sales and website traffic by modernizing the brand's online presence, resulting in increased leads and client acquisition.
- Supported successful sales meetings and proposals by delivering professional, on-brand presentation and marketing materials for sales teams and stakeholders.
- Grew LinkedIn social engagement and follower growth through creative, visually distinctive social media graphics.
- Designed a more intuitive, user-friendly platform that improved navigation and enabled clients to use the product more efficiently.