






JENNIFER WILLIAMS

Senior Graphic & Web Designer

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EDUCATION

B.S. Graphic Design
Southern Connecticut State University

CERTIFICATES

Web Development, CT School of Broadcasting
Visual Communications, Gibbs College

SOFTWARE PROFICIENCY IN:

Adobe Creative Suite:



- ✓ Expert experience of Adobe Creative Suite including InDesign, Photoshop, & Illustrator creating visual creative content for various digital and print platforms.

Microsoft 365 Applications



- ✓ Fluent working in Microsoft PowerPoint, Word, Excel, Outlook and Shared Drive.
- ✓ Skilled at designing PowerPoint decks and creating visual creative and professional presentations.

Hubspot (Content Management)



- ✓ Proficient in leveraging HubSpot for email marketing design, with a strong command of the platform's tools for creating visually appealing and responsive email campaigns.

 Uses MAC Operating Systems



GRAPHIC & DIGITAL DESIGN SKILLS

- ✓ 15+ years experience in Graphic, Web and Digital Design.
- ✓ 5+ years experience on in-house Marketing team.
- ✓ Mastery of principles of design, color theory, typography, and graphics, file creation, optimized for media, digital and print.
- ✓ Excellent written and verbal communication skills.
- ✓ Understands using responsive and mobile-friendly, tablet and desktop web design principles
- ✓ Independent, self starter efficiently, taking initiative and responsibility for tasks from inception to completion, ensuring timely delivery and high-quality outcomes.

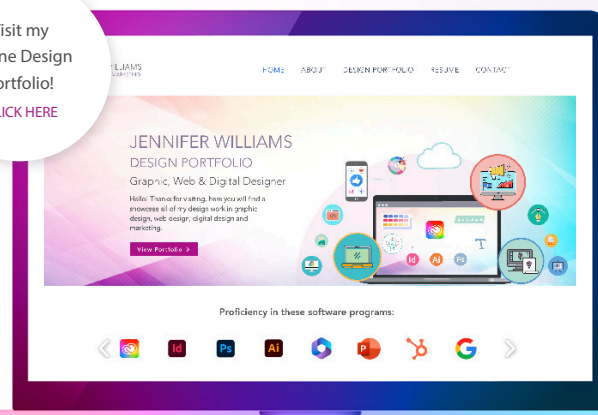
Web Development & Design



- ✓ Proficient in WordPress, demonstrating expertise in website creation, customization, and management.
- ✓ Experienced in HTML/CSS and web development practices.
- ✓ Able to utilize Figma for design purposes.



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WORK EXPERIENCE

CLEAResult

Senior Graphic Designer

June 2024 - Current

Remote - EST

Senior designer for CLEAResult, a large provider of energy efficiency, energy transition and decarbonization solutions.

- As part of the client marketing team, collaborates with designers, copywriters, producers, accounts, web and media teams to delivery high-quality design project to clients.
- Responsible for editing, photo searching, iconography, and production on all marketing design projects.
- Expert knowledge of all Adobe design programs such as InDesign, Photoshop, and Illustrator.
- Experience designing projects for print and digital.

Responsible for the design of all digital and print marketing projects such as:

- Flyers
- Bill Inserts
- Forms
- Applications
- Fact Sheets
- Business Cards
- Catalogs
- Ads/Signage
- Direct Mailers
- Postcards
- Brochures
- Email Marketing Templates
- Social Media: Meta, Paid Search, Organic
- Newsletters
- Web Banners
- Website Graphics

SOFTWARE PROFICIENCY IN:

Adobe Creative Suite:



Microsoft 365 Applications



Senior Graphic & Web Designer

May 2022 - October 2023

Knoema / Seek

(Remote) NYC / Nashville, TN

In my role as Senior Graphic & Web Designer, implemented Seek's new brand identity across various media platforms including email, social, mobile, desktop, and web by designing creative responsive design assets for digital and print, Including:

- Logo designs
- Branding Guidelines
- Infographics
- One Pagers
- PowerPoint Decks
- Company Swag
- Exhibit / Booth Design
- Social Media Graphics
- Email Marketing
- Digital Ads
- Landing Pages
- Website Graphics
- Website Design
- UI Platform Design

- Flexible collaborator that presented work to Marketing, Sales and Product teams, as well as key stakeholders for review, feedback, and approval quickly.
- Able to problem solve, support and collaborate with other team members efficiently, and execute multiple design projects at once, in a fast paced environment.
- Crafted visually captivating content for the website, incorporating contemporary and innovative designs while ensuring consistent maintenance and updates. Additionally, orchestrated the scheduling and development of blogs, news sections, and the content library to enhance the site's engagement and relevance.
- Collaborated with the Product team to design visually creative user experience screens to elevate the aesthetic and function of the Seek platform.

WORK EXPERIENCE



Manager, Digital Design & Marketing

March 2020 - December 2021

News Direct

South Norwalk, Connecticut

As the Manager of Digital Design & Marketing, I was responsible for the creation of all creative digital marketing assets to build the News Direct brand and support key marketing campaigns

Including:

- Infographics
- One & Two pagers
- White Papers
- Pricing Tables
- Video Content
- Project Management
- Logo Design
- Social Media Graphics
- Email Marketing
- Google Ads
- Landing Pages
- Website Graphics
- Website Maintenance
- UI Platform Design

- Worked one on one with the Marketing Director to conceptualize and bolster marketing campaigns across social media and email platforms, delivering innovative digital content.
- Partnered with leadership, sales, and customer success teams to produce comprehensive marketing materials, enhancing presentations, and all visual brand content.
- Assisted the UX team in crafting wire-frames and mock-ups to refine designs for the platform.
- Utilized Hubspot for content management. Organized contact lists, designed drag and drop templates and deployed and scheduled emails. Managed social media calendar with planning and scheduling posts.
- Brought digital brand content to life, ensuring that online user experience is optimized for improved usability, usefulness, and exceptional creative design.



Production Coordinator / Graphic Designer

April 2013 - March 2020

Active Interest Media / Soundings

Essex, Connecticut

As Production Coordinator / Graphic Designer at A.I.M., I was responsible for crafting monthly magazines across both digital and print platforms. Responsible design and production of:

- Full page Ads
- Fractional Ads
- Custom Ads
- Page Layouts
- Classified Layouts
- Print Production
- Media Kits
- Digital Ads
- E-blasts
- Newsletters
- Sell Sheets
- Trade-show Materials
- Animated Gif ads
- Special Sections

Proficient using creative software such as:



- Adobe Creative Suite
- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Adobe Dreamweaver
- HTML/CSS
- Hubspot
- Microsoft 365
- Printing Software
- Adobe Acrobat
- Expert knowledge of Adobe InDesign building templates for digital and print publications. Designed custom ads for clients, as well as production on updating design, photos, text, and images for advertisements.
- Worked in Dreamweaver and knowledge of html/ CSS and Hubspot, to build and design email marketing templates. Managed deployments, performed A/B testing and optimize email campaigns for mobile devices, ensuring they display correctly and are easy to interact with on smartphones and tablets.
- Delivered work on-time in a fast paced environment, able to multi-task on several projects at once, from ad production, to page layout design, to proofing and editing pages to deliver materials for strict printing deadlines.

WORK EXPERIENCE

2011 - 2012

Graphic Designer

2011 - 2012

Sumner Communications
Bethel, Connecticut

Graphic Designer for wholesale magazine publisher. Designed and created advertisements, cover art, and editorial layouts for four monthly magazines for digital and print.

Web and Graphic Designer

2011 - 2012

Antelope Networks
Milford, Connecticut

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

2008 - 2011

Freelance Graphic Designer

2009 - 2011

Freelance graphic designer creating creative marketing materials for various businesses and companies for digital and print.

Graphic Designer

2008-2009

Experience In Design
West Haven, Connecticut

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

Graphic Designer

2007 - 2008

Community Health Network of Connecticut
Wallingford, Connecticut

Worked as a Graphic Designer on the Marketing team for community non-profit organization designing creative assets including: invitations, flyer's, posters, monthly newsletters, business cards, tshirt designs, swag giveaways and all materials needed to support events.