

# JENNIFER WILLIAMS

## Senior Graphic & Web Designer

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- Portfolio: jenniferwilliamsdesignportfolio.com

### 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.
- ✓ Experienced at designing PowerPoint decks and creating visual creative and professional presentations.

### Hubspot (Content Management)



- ✓ Proficient using 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 & BRAND MARKETING DESIGN SKILLS

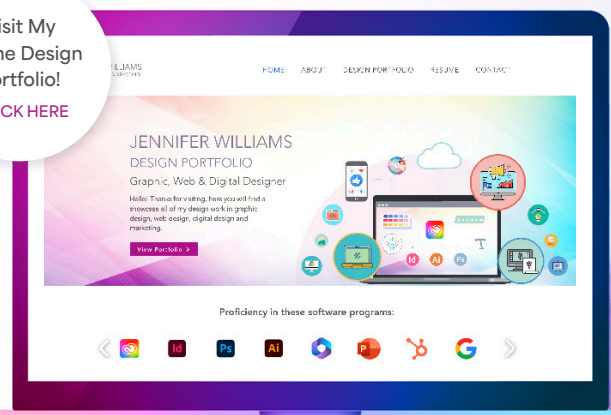
- ✓ 15+ years experience in Graphic, Web and Digital Design.
- ✓ Experienced Senior Designer for in-house Marketing teams as well as Creative Client Marketing team for an Agency.
- ✓ Senior Graphic & Web Designer for two SaaS B2B start-ups.
- ✓ Specializing in:
  - Brand Identity Design
  - Web Design & UI/UX
  - Marketing Design
  - Infographics & Data Visualization
  - Email Marketing Design
  - Social Media Design
  - Front-End Web Skills
  - Creative Direction
  - Print Design
- ✓ Understanding of Project Management Systems like Wofront and Asana.

### Web Development & Design:



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

Visit My  
Online Design  
Portfolio!  
[CLICK HERE](#)



## WORK HISTORY: 2025

### ORCAWAVE

[orcawave.net](http://orcawave.net)

#### Freelance Graphic & Web Designer

April 2025 - Current

Freelance Graphic and Web Designer for Orca Wave, a telecom software solutions company.

- Responsible for revamping outdated brand marketing materials with modern, visually engaging designs, including infographics, one-pagers, landing pages, and social media banners.
- Design and enhanced website pages to improve user experience, visual appeal, and functionality.
- Created a professional, cohesive PowerPoint master template for sales and executive leadership presentations.
- Led the design and production of an eye-catching booth for the company's largest annual conference.
- Collaborated with the Product team to update UI designs, improving usability and overall user experience.

#### Design Projects Include:

##### Infographics:

- Autoloading
- Bluewater
- On Demand IR
- Bluewater Software
- TEM Overview

##### Web Page Design:

- Head of Product
- Business Development
- Carrier Relations

##### Marketing Brand Design:

- Master Powerpoint Deck
- Booth Design
- LinkedIn Banners

### NumberAccess

[numberaccess.com](http://numberaccess.com)

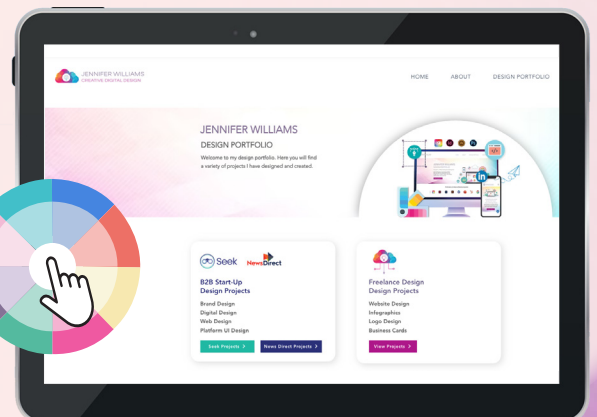
#### Freelance Graphic & Web Designer

June 2024 - Current

Freelance Graphic and Web Designer for Number Access, an FCC licensed Telecommunications Carrier.

- Designs clear, engaging infographics to visually communicate complex processes and workflows.
- Create and maintain branded marketing materials in support of leadership, sales, and marketing initiatives.
- Develop new web and landing page layouts for company websites, enhancing visual appeal and functionality based on current design trends.
- Conceptualize and design logos, brand identities, marketing assets, and social media graphics across multiple platforms.
- Design and prototype updated UI screens to enhance product usability and elevate the overall user experience.

[Click Here](#) to view  
Freelance Design Projects!



## CLEAResult

[clearesult.com](https://clearesult.com)

### Senior Graphic Designer

June 2024 - 2025

Clearesult

(Remote - EST)

Senior Designer on Client Marketing Team for agency CLEAResult, a large provider of energy efficiency, energy transition and decarbonization solutions.

- As the Senior Designer at CLEAResult, I designed and development all creative assets across digital and print platforms to support energy efficiency programs and initiatives.
- Collaborated with cross-functional teams including marketing, product, and program managers to produce compelling visual content—ranging from infographics and web pages to social media campaigns, email templates, and educational materials.
- Designed targeted paid media assets including static ads for platforms such as Google Display Network, Facebook, Instagram, and LinkedIn, optimized for performance and brand consistency.
- Manage and prioritize multiple design projects using Workfront, ensuring on-time delivery, clear communication, and alignment with stakeholder goals through organized workflows and task tracking.

Responsible for the design of all digital and print design 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



[businesswire.com/Seek](https://businesswire.com/Seek)

### Senior Graphic & Web Designer

May 2022 - October 2023

Knoema / Seek

(Remote) NYC / Nashville, TN

Senior Graphic & Web Designer that 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
- Senior Designer that designed projects that supported 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 on trend visual content for the website, incorporating contemporary and innovative designs while ensuring consistent maintenance and updates. Additionally, implemented 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 HISTORY: 2013 - 2020



[newsdirect.com](http://newsdirect.com)

## 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.



[aimmedia.com/division/marine-group](http://aimmedia.com/division/marine-group)

## 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 HISTORY: 2007 - 2012

## 2011 - 2012

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### 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

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### 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 tshirts, 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.