

# CICILY WILLIAMS

GRAPHIC DESIGNER

## EDUCATION

### BACHELORS DEGREE

#### **BFA Graphic Design**

##### **Auburn University**

August 2008 – December 2012

- Cum Laude
- 2016 Women of Auburn Industrial & Graphic Design
- 2012 Outstanding Undergraduate Graphic Designer
- 2011, 2012 Auburn University Design Studio Award
- Delta Epsilon Iota Academic Honor Society
- Freshman Orientation Leader (Camp War Eagle Counselor)

### HIGH SCHOOL

#### **Advanced Diploma**

##### **Baldwin County High School**

August 2004 – May 2008

## SKILLS

### **Adobe Creative Suite**

InDesign	Premiere Pro
Illustrator	Adobe Acrobat Pro
Photoshop	Bridge
Dreamweaver	

### **Other Software & Skills**

Microsoft Office	Nxtbook Digital
HTML, PHP & CSS	Publishing
Garageband	MailChimp
Photography	Print Production
Mag+	WordPress
	Social Media

### **Soft Skills**

Leadership	Critiques
Strategic Thinking	Collaborative Work
Research	Planning & Organization

Multitalented, passionate design professional with an extensive history of working in the marketing and advertising industry. Exceptional collaborative and interpersonal skills; dynamic team player with well-developed written and verbal communication abilities. Accustomed to performing in intense, deadline-driven environments and while balancing multiple priorities.

## EXPERIENCE

### FALL 2012 – CURRENT | CICILY CREATES

#### **Freelance Graphic Designer**

- Successfully manage and coordinate professional print, digital and event planning projects from concept to production for clients such as Berkshire Hathaway HomeServices and Auburn University
- Work closely with clients to create vision, conceive designs, and consistently meet deadlines and requirements
- Direct and create branding, advertising, merchandising and promotions for client products and services
- Coordinate, design and maintain both Wordpress and CSS/HTML websites
- Consult with clients to analyze business needs and branding strategy
- Monitor the online presence of clients' brand and engage with users
- Manage marketing for events and sponsorships to ensure event profitability
- Photograph, retouch, and enhance high-quality images and portraits of clients and products

### SUMMER 2015 – SPRING 2019 | COMPASS MEDIA

#### **Art Director & Graphic Designer**

- Responsible for most design tasks, including interacting with clients and identifying their needs, collecting relevant information about products/services and their users, and brainstorming and planning design ideas
- Ensured company brand was graphically consistent across company deliverables
- Worked in a lead role to provide supervision and guidance to junior designer
- Collaborated closely with project managers to craft custom publications, magazine and newspaper inserts, mobile-friendly e-mails, print and digital advertisements
- Coordinated and directed creative concepts of photoshoots
- Redesigned and improved Compass Media brand identity by applying new design principles, typography, color theory, and composition to promotional materials
- Designed layout, graphical elements, illustrations and infographics of sales collateral, proposals and digital publications
- Captured and edited photography and video footage; including music, dialogues and graphics
- Awarded a Gold ADDY for design of 2019 Gulf Shores/Orange Beach Vacation Guide

### SPRING 2013 – SPRING 2015 | BALDWIN COUNTY BOARD OF EDUCATION

#### **Licensed Substitute Teacher**

- Taught students from Kindergarten to sixth grade in all subject matter
- Lead educational and classroom activities while maintaining a productive atmosphere
- Managed daily classroom routine, student attendance, distributed/collected study materials
- Determined appropriate consequences for inappropriate student behavior
- Wrote daily reports for teachers about class events

### FALL 2011 – FALL 2012 | AUBURN UNIVERSITY FOOD SYSTEMS INSTITUTE

#### **Graphic Designer**

- Spearheaded the design of various logos and stationery, as well as meeting, conference, and trade show materials and banners
- Assisted in creating educational graphics, textbooks, videos and e-learning course content for food science instructors and students
- Created websites and conducted routine website maintenance
- Edited video footage including music, dialogues, graphics, and sound effects