

Melissa Williams

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CONTACT

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EDUCATION

Executive Management Training

The BrandCenter

Virginia Commonwealth University
Richmond, VA

BFA Communication Arts & Design

Virginia Commonwealth University
Richmond, VA

Governor's Magnet School for the Arts

Visual Arts
Norfolk, VA

SKILLS

- HTML, CSS
- Basic knowledge: PHP, Javascript, jQuery
- Print and interactive design
- Email design/list management
- Creative thinking and problem solving
- Project management
- Developing project timelines and deadlines
- Excellent communication skills
- Building and maintaining client relationships
- Video editing
- Sound/music editing and composition
- Creative direction and team management
- Independent self-starter
- Ability to take concepts to execution
- Strong organizational skills
- Creating/adhering to brand style guides
- Adobe Creative Suite
- Prototyping, wireframing and UX/UI
- Passion for design and technology

References available upon request.

EXPERIENCE

DIGITAL CREATIVE DIRECTOR, BCF

Virginia Beach, VA • February 2015 – February 2018

Interactive department lead of digital creative and development. Managed a team of programmers and web producers to build and maintain websites and digital projects. Responsible for measuring and planning success through strategy, analytics and data. Participated in new business pitches, research, writing and client onboarding. Worked with account teams to help manage and maintain client relationships.

DIGITAL CREATIVE DIRECTOR, LAUNCH INTERACTIVE

Virginia Beach, VA • July 2007 – January 2014

Lead designer dedicated to making sure all creative products upheld quality standards. Maintained a collaborative environment that improved the skills and talents of each team member. Organized project planning, development and brainstorming sessions. Managed designers, freelancers and vendors. Worked with team members to ensure planning, resources and budgets met project scope. Presented and pitched creative ideas to clients.

SENIOR INTERACTIVE ART DIRECTOR, BCF

Virginia Beach, VA • March 2007 – July 2007

Developed and managed the development of creative concepts and designs of interactive projects such as websites, e-mails, banners and video. Managed the production and development of website elements within deadlines. Reviewed concepts with creative team members and provided direction for revisions. Helped establish and implement project development process.

INTERACTIVE ART DIRECTOR, TMG3

Virginia Beach, VA • June 2002 – March 2007

Lead designer in high-profile projects and corporate communications. Responsible for creative quality of all department projects. Maintained and organized project archives and working style guides. Educated and mentored team members on design, technical standards and programming. Concepted, designed and developed websites, e-newsletters, interactive CDs, business presentations, online ads, advergames, and website maintenance.

MARKETING ASSISTANT & ART DIRECTOR, NEXCOM

Virginia Beach, VA • October 2001 – June 2002

Project lead for developing web sites, printed materials and interactive presentations for marketing and other departments. Responsibilities included; advertisements, annual reports, and other corporate publications, web illustrations, web site content and layout, intranet development, interactive presentations and staff photographer.

WEB DESIGNER, DECIPHER GAMES

Norfolk, VA • July 1996 – December 2000

Produced graphic sketches, concepts, designs, copy layouts, illustrative material and copy for online content. Liaison for the game design team and the programming team. Planned and reviewed navigational interface design, site architecture, and launch of content and promotions for site products and features. Offline projects included UX designs for software and interactive CDs, posters, tradeshow signage, and logos.