Campbell Williams

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Portfolio | https://campbellwilliamsdesigns.com/

Technical Skills

Graphic Design Tools: Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Canva
Web Design/Development Tools: Figma, Adobe XD, Elementor
CMS Systems: SalesForce, WordPress, Wix
Languages: HTML, CSS, JavaScript
Frameworks: Bootstrap, jQuery
Other Software & Skills: Project management software (ClickUp, Monday), Visual Studio Code, Microsoft Office, Google Suite

Education

University of Houston - Clear Lake, Houston TX
Bachelor of Science: Information Technology
Minor: Cybersecurity
Specialization: Web/Graphic Design & Development

- **Relevant Coursework:**
    - Web Fundamentals – HTML/CSS
    - Web Design – CMS Systems, UI/UX Principles, Color Theory
    - Web Application Development – Server-side web development, Advanced HTML/CSS, Basic JS, SQL
    - Graphic Design – Adobe Photoshop, Adobe Illustrator, Adobe XD
    - Senior Project – Advanced UI/UX Design & UX Research, User A/B Testing

Applicable Experience

Freelance/Personal Projects

UI/UX/Graphic design, Content creation/Writing, Design research   July 2021 - Present

- Created digital content for various projects such as logos, flyers, websites, business cards, and more.
- Gained experience with design tools and software including Adobe Creative Cloud and Canva.
- Applied fundamental UI/UX Design concepts and principles to bring projects to life.
- Sketched wireframes and constructed mock-up prototypes to prepare projects for the development phase.
- Wrote content for blog and social media posts, researching topics to provide accurate information.
- Researched UI/UX design trends to enhance the end-user experience and visual style of design pieces.
- Designed brand identities and colors for clients, such as watermarks and logo colors, using color theory and design principles.
- Contributed to improving clients' digital presence through well-crafted design and strategic content.

American National Insurance Company

Communications Marketing Graphic Design Intern   June 2024 – August 2024

- Designed digital content including icons, flyers, brochures, and business cards.
- Adhered to the company style guide while creating marketing pieces.
- Produced several marketing advertisements using Salesforce CMS.
- Reinvented outdated marketing pieces to improve their appeal.
- Updated and edited form documents for accuracy and clarity.
- Supported the design team in various tasks as needed.
- Shadowed experienced designers to gain knowledge in creating professional design pieces.