



Brand & UI Designer.
Creative Thinker.
All-around go-getter.

Michael Williams

+44(0)7808 663 305

Hi, Michael Williams here! It's a pleasure to meet you!

I am a London-based Integrated Designer and Art Director. Self-taught, my 15+ years of creative experience (8+ years as a Professional) has meant I have had the privilege of working with a number of small and large businesses as well as global brands including Martell Cognac, Absolut Vodka and Revlon Professional.

My main areas of design lie in Brand Identity, User Interface and Commercial Print Design. I am also confident in digital content creation, conceptual design with regards to UI/UX (Sketch/InVision Studio), prototyping (InVision) for mobile apps and websites and editorial design (both print and digital).

My creative thinking is regularly based on consumer and industry insights; this is to ensure that my design not only looks sexy but also plays its role in an overall brand mission and/or campaign.

As a lover of film and music, I also edit videos using Premiere Pro and make music using good ol' Garageband and Logic Pro X!

I fell in love with design [way] back when I was studying for my Media A-level. Learning about the impact of news media, advertising, film and music just opened my mind up to this dynamic, fast-paced world of innovation! This explains why, after studying Economics at university, I chose to follow my passion as a creative rather than exploring the conventional route into Corporate Finance or Investment Banking.

One of my greatest design achievements was founding and creating – with my wife – TYD; an innovative, fully-interactive, business, fashion and luxury lifestyle iPhone and iPad magazine app for the high-achieving Entrepreneur under-30. (Ask me to show you this when we meet)...

But enough about me. We can carry on this conversation over a Gin (Monkey 47 to be exact) & Elderflower Tonic or, if you're in a mellow mood, a rich Pinot Noir. I look forward to working with you soon!

Tools I Use

Sketch;
InVision & InVision Studio;
Adobe Photoshop, Illustrator, InDesign,
Dimension and Premiere Pro;
Garageband & Logic Pro;
Trello.

Educational Background

University of Portsmouth

October 2007 to July 2011
BA (Hons) Business Economics with
Business Law

City of Westminster College

September 2005 to July 2007
A-Levels in Media Studies, Business
Studies and ICT Studies.

Trinity (formerly 'Northbrook')

C of E School

September 2001 to July 2005
12 GCSEs at grades 'A' to 'C' including
Mathematics and English.

References

Available upon request and via LinkedIn.

Work Experience

By Michael Williams

September 2012 to Present
Freelance Brand & UI Designer and
Creative Consultant

Pernod Ricard UK

February 2017 to March 2019
Lead Designer

Back-Roads Touring Co.

January 2016 to February 2017
Lead Designer

TYD Magazine

January 2012 to August 2015
Founding Editor & Director of Design

Catalyst PR & Marketing

August 2012 to November 2013
Senior Designer

Provided brand design, UI design and creative services to a range of private clients across various industries including Fashion, Beauty, Hospitality and Publishing; Maintaining client relationships to facilitate repeat business.

The first full-time designer brought in to play an instrumental role in the establishment of PRUK's full-service in-house creative agency. I took the lead in executing design briefs from the wider marketing team as well as managing freelance designers. I was also the Creative Director of Martell Cognac's Afro Influencer campaign.

Single-handedly fulfilling the design and artwork requirements of the global teams; Pioneered the complete visual overhaul of the brand's identity and key assets; Creative lead on the production of the brand's annual brochure and corresponding assets from conceptualisation to final print.

Setting the publication's editorial and creative direction across multiple platforms; Managing the production of the magazine from design to app store launch; Interaction design using Adobe Digital Publishing Suite, HTML and CSS; Liaising and building relationships with Personalities, PRs and Media Executives.

In-House Design Lead on marketing and advertising campaigns for clients including Revlon Professional, Sleek Hair and seanhanna Salons; Day-to-day client management and pitching for new business; Delivering media/print-ready artwork to publications and media outlets; Recruiting, training and managing a Junior Designer and their projects.