

Colt Williams

Graphic Designer

coltgraphics.com

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Summary

Versatile graphic designer skilled in branding, typography, and visual hierarchy, with added expertise in motion graphics and animation. Passionate about creating work that drives results, and thrives in fast paced environments, approaching unfamiliar challenges with confidence.

Experience

Graphic Designer / The 20 MSP

October 2022 – Present / Plano, TX

- Design and produce client facing campaign assets across digital, print, and presentation channels that support engagement.
- Produced over 1,200 graphics and 100 motion graphics for client campaigns, with peak output reaching 70 projects in a single month.
- Present creative concepts to decision-makers, explaining value proposition and expected business impact.

Graphic Designer / NAI Robert Lynn

June 2022 – September 2022 / Farmer's Branch, TX

- Designed custom brochures and listing templates for commercial real estate brokers, supporting a team of 100 agents.
- Captured drone footage and photography, then edited them to highlight commercial property listings.
- Balanced a high volume of projects while meeting tight, overlapping deadlines during the three month contract.

Certified Trainer / Raising Cane's Chicken Finger

Aug 2017 – Aug 2022 / Highland Village, TX

- Trained and certified new team members on procedures and quality standards in a high volume environment.
- Maintained consistency and attention to detail across every shift, skills that translate directly to polished, on brand design work.

Capabilities

Design:

Brand Identity
Digital Advertising
Email Design
Motion Graphics
Presentation Design
Print Design
Typography
Video Editing

Strategy:

Campaign Development
Brand Strategy
Digital Asset Management
Project Management
Short Form Content
Social Media Strategy

Tools:

Adobe Acrobat
Adobe After Effects
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
CapCut
Figma
Microsoft Office

Education

Harding University

Searcy, AR
Bachelor of Arts,
Graphic Design
2022