

WEBSITE
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Kayle Williams

DESIGN / GRAPHIC DESIGNER

A multimedia designer with a focus on instructional design, online course development, and multimedia content creation for educational platforms. Expertise in applying design thinking, human-centered design, and proficiency with learning management systems (LMS). Skilled in creating interactive and media-rich environments, with a solid foundation in instructional design principles, Microsoft Office Suite, and web technologies.

EDUCATION

BA Graphic Design and Media Arts

Southern New Hampshire University:
Manchester, NH

AA Interactive Graphic Design

Foothill College: Los Altos Hills, CA

SKILLS

- Adobe Creative Suite
- Cinema 4D
- Figma
- Microsoft Suite
- Infographics
- Branding
- Illustration
- Motion Graphics
- Web Design - HTML/
CSS

CERTIFICATIONS

- Project Mgmt for Creatives
(AIGA)
- Animation Bootcamp
(School of Motion)
- Illustrator Masterclass
(Udemy)
- Photoshop Masterclass
(Udemy)
- Fundamentals in After Effects
(Motion Design School)
- Microsoft UX Design Certificate
- **Instructional Design
Foundations and Applications**
(University of Illinois Urbana)

EXPERIENCE

Independent Contractor: Brooklyn, NY

Owner / Multimedia Designer

2020 – Present

- Created engaging, media-rich content for cross-platform campaigns, including motion graphics, animations, illustrations, and print materials, optimized for both web and mobile.
- Applied design thinking, user-centered design principles, and instructional design models such as ADDIE and SAM to develop intuitive and effective solutions tailored to diverse client needs.
- Possess knowledge of agile team dynamics and sprint cycles, with the ability to apply these principles to iterate designs and meet project goals and deadlines for clients across various industries, including small businesses, nonprofits, and corporate entities.
- Delivered high-quality designs under tight deadlines, ensuring alignment with project goals, learning objectives, brand identity, and technical feasibility.

Independent Contractor: Brooklyn, NY

Hairstylist/Makeup Artist

2000 – Present

- Exemplary attention to detail, dedicated to delivering polished and sophisticated looks for diverse clientele, showcasing a strong aesthetic sensibility.
- Proven resilience in high-pressure, fast-paced environments, working seamlessly with celebrity clients for red carpet events and press junkets. Collaborations span prestigious studios like Showtime, HBO, Warner Brothers, Apple, A24, Amazon, Netflix, and Disney, highlighting adaptability.
- Outstanding communication skills, fostering effective collaboration with clients, photographers, and industry professionals, emphasizing a collaborative and client focused approach.
- Demonstrated flexibility and adaptability, evidenced by the ability to work extended hours and travel, underscoring a commitment to meeting client needs and exceeding expectations.

VOLUNTEERISM

- St. Pete Pride 2023
- NYC Pride
Media Prize Award 2024