

Kayle Williams

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Multimedia Designer & Instructional Design Project Manager

Creative and collaborative Multimedia Designer and Project Manager with expertise in graphic design, instructional design, and brand development. Proven track record in leading cross-functional teams, delivering strategic digital content, and aligning visual design with educational outcomes. Adept in Design Thinking, Human-Centered Design, and multimedia storytelling to support student success and career readiness.

Professional Experience

New York City College of Technology – RF CUNY

Project Manager, Graphic & Instructional Designer | New York, NY | Sept 2024 – Present
(Full-time)

- Lead campus-wide collaborations for the TC2 Hub microcredential initiative under a Title V grant.
- Manage project timelines, communications, and deliverables for cross-departmental initiatives.
- Develop and maintain a strong visual brand through graphic design, web content, and multimedia assets.
- Design and implement instructional materials and microlearning programs to support student career readiness.
- Partner with faculty and student service teams to integrate digital learning tools and align strategic goals.

Kayle Williams Design

Owner & Multimedia Designer | Brooklyn, NY | June 2020 – Present (Freelance)

- Deliver custom multimedia content across web, mobile, and print platforms for diverse clients.
- Create motion graphics, illustrations, photography, and video content using Adobe Creative Cloud.
- Apply user-centered and design thinking principles to develop visually compelling, goal-driven solutions.
- Manage brand identity systems and cross-platform marketing campaigns from concept to completion.

Education

M.Ed. in Education Technology & Instructional Design | Western Governors University

B.A. in Graphic Design and Media Arts | Southern New Hampshire University

A.A. in Interactive Graphic Design | Foothill College

Certifications

- Instructional Design Foundations – University of Illinois Urbana

- Project Management for Creatives – AIGA

- Animation Bootcamp – School of Motion

- Fundamentals in After Effects – Motion Design School

Awards

Media Prize Award – NYC Pride (Sept 2024)

Leadership & Volunteering

Graphic Designer | NYC Pride | Apr 2024 – Nov 2024

Graphic Designer | St. Pete Pride | May 2023 – Jun 2025