

SEAN S. WILLIAMS

Orlando, Florida ◀ · 954.790.0664
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WEB DESIGNER

QUALIFICATIONS PROFILE

Highly organized, creative, and versatile professional with more than 10 years of experience in all aspects of graphic design, web design and development, UI/UX design, and project management. BFA in Graphic Design and a Masters in Business Administration. Known for keen attention to detail, as well as analytical problem solving and critical thinking aptitudes to thoroughly assess situations and resolve complex creative challenges. A natural ability to quickly adapt to diverse work environments and unexpected challenges; capable of maintaining a calm demeanor to expertly deal with pressure as well as manage multiple priorities and strict deadlines. Equipped with high emotional intelligence and interpersonal skills, able to cultivate positive work relationships with various professionals.

CORE COMPETENCIES

High Emotional Intelligence
System Administration
Troubleshooting and Debugging
Technical Support

Agile Methodology
Software Design and Implementation
Web Development
Operation Management

PROFESSIONAL EXPERIENCE

THE BRANDBIZ LLC, FORT LAUDERDALE, FL

Creative Director

2011–Present

- Provide oversight to the daily operations of the company, which involve acquiring clients and offering web, graphic, and consultative services
- Take charge of the preparation of proposals for clients regarding prospective work, timetables, and completion
- Supervise team of web developers in completing the final product for clients
- Conduct troubleshooting and debugging to guarantee optimal performance of the website
- Design marketing collateral by facilitating brainstorming, conceptualization, and delivery of services
- Drive efforts in growing sales revenue through keen evaluation of website and brand materials for clients and offering of customized solutions

TACO METALS INC., MIAMI, FL

Web Designer | Marketing Coordinator

2012–2013

- Utilized Google Analytics in monitoring web visits, bounce rates, and page views to write and review a web performance report
- Administered website hosting, content and social media communications
- Held full accountability in designing marketing materials for the company such as magazine advertisements, vendor catalogs, direct mailers, and labels brochures
- Created HTML and PDF layouts used for presentations from existing projects
- Organized product placements, print production, floor displays, shipping arrangements, product promotions, to and trade shows
- Improved company's major sites and subsidiaries through implementation of content management system (CMS)
- Made use of popular email client service in creating, implementing, and monitoring email blasts
- Received Gold and Silver awards from the ADDYS for exemplifying outstanding web designs

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SYSTEMAX INC. (TigerDirect.com), MIAMI, FL

Retail Web Designer

2010–2012

- Rendered support to the Marketing Team in increasing traffic to retail stores through development of email campaigns
- Created landing pages for special campaigns to establish awareness regarding online deals
- Performed analysis of micro sites and campaigns to measure site performance by monitoring web traffic and conversion rates using Google Analytics
- Coordinated with product managers regarding execution of email campaigns, landing pages, and micro sites
- Devised and instituted various micro sites for top vendors such as Microsoft, Intel, and Autodesk
- Keenly evaluated product metric reports to merchandise the “Daily Deal”

CITY OF MIAMI GARDENS, MIAMI, FL

Web Administrator

2009–2010

- Assumed full responsibility in creating and reorganizing the City of Miami Gardens web presence
- Made effective use of Google Analytics in carrying out search engine optimization (SEO) duties to assess and improve site performance
- Took charge of the design of the city’s Census site used to provide education and information to the residents that participated in the census
- Communicated design and updates in a monthly basis to Miami Gardens Mayor and Council members
- *Earned recognition from Mercedes Benz Corporate run T-shirt Design Competition as 1st Place winner*

EARLIER CAREER

PROPELLER BRANDING, MIAMI, FL

Graphic and Web Designer

EDUCATION AND CREDENTIALS

Master of Business Administration, 2010

NOVA SOUTHEASTERN UNIVERSITY, FORT LAUDERDALE, FL
Vice President of Marketing for the American Marketing Association

Bachelor of Fine Arts in Graphic Design 2006

MIAMI INTERNATIONAL UNIVERSITY OF ART AND DESIGN, MIAMI, FL

Web Technology Fundamentals Certification

TECHNICAL ACUMEN

Microsoft Office Applications:

Programming Languages:

Adobe Creative Suite:

Software

Others:

Word | Excel | PowerPoint | Outlook | Microsoft Visio

HTML5 | JavaScript | CSS3 | jQuery

Photoshop CC | Illustrator CC | Animate CC | Acrobat DC | XD CC

InDesign CC | Dreamweaver CC | Premiere CC

WordPress | Jira | Google Suite | Slack | Skype

Sketch