

# HADIYA A. WILLIAMS

e [hadiya@hadiyawilliams.com](mailto:hadiya@hadiyawilliams.com)  
li [www.linkedin.com/in/hadiyawilliams](http://www.linkedin.com/in/hadiyawilliams)  
ig [@hadiyawilliams](https://www.instagram.com/hadiyawilliams)  
[www.hadiyawilliams.com](http://www.hadiyawilliams.com)

---

## AREAS OF EXPERTISE

Conceptual design  
Creative solutions  
Brand development  
Collateral development  
Creative problem solving  
Visual art

---

## SKILLS

Adobe Creative Suite (AI, PSD, INDD)  
Canva  
Pre-press  
Basic HTML/CSS  
Web CMS  
AI Text-to-image

---

## EDUCATION

Columbia College Chicago  
BFA | Graphic Design (2004)

Bowie State University  
BS | Computer Science (2000)

---

## AWARDS (2007–2022)

NMAAHC Permanent Collection (2018)  
American Graphic Design (2007–09, 2022)  
American In-House Design Awards  
Communicators -Silver Inkwell Awards  
Apex Awards

---

## ASSOCIATIONS

Black Artists & Designers Guild (BADG)

Freelance graphic designer with over 15 years of experience in visual communications. My expertise includes a wide variety of design projects, such as web marketing, event design, collateral design, stationery, signage, reports/publications, and infographics.

---

## WORK EXPERIENCE

---

### FREELANCE CLIENTS

Meta (2023)  
AARP (2021–2023)  
Grace the Musical (2022)  
The Women's Foundation (2021)  
Dance USA (2021)  
The Agora Culture, LLC (2018/19)  
The Black Love Experience (2019/20)

---

### SCIENCELOGIC

Freelance Designer | Reston, VA | October 2019–March 2020

Coordinated and deliver content for various platforms for internal and external use including print (proposals, submissions, presentations, invitations, brochures, maps, diagrams, logos, layouts, pitches, newsletters, infographics, advertisements, posters, white papers, press releases), digital (marketing collateral, website, magazine, social media, animations, conferences, events) or org needs.

---

### BLOOMBERG BNA

Freelance Designer | Arlington, VA | April 2019–July 2019

Concepted and designed conference collateral, print ads, web ads, and other marketing materials for BNA products.

---

### ELLUCIAN

Freelance Designer | Reston, VA | February 2018–May 2018

Concepted and designed web ads, print ads, reports, and other marketing materials for the the annual conference.

---

### EDGEWOOD/BROOKLAND FAMILY SUPPORT COLLABORATIVE

Art Director/Designer | Washington, DC | May 2016–October 2017

Managed content design and production across multiple marketing and communication platforms. Created strategic and compelling designs, presentations, and concepts for a wide variety of communications for in-house and external clients.

---

### ASSOCIATION FOR FINANCIAL PROFESSIONALS

Senior Graphic Designer | Bethesda, MD | January 2014–April 2016

Develop web ads, print ads, and other marketing materials for the association certification programs and the AFP Annual Conference. Generate infographics for certification surveys and guides.