

# HADIYA A. WILLIAMS

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[www.hadiyawilliams.com](http://www.hadiyawilliams.com)

Senior-level graphic designer/art director with 15 years of experience in graphic design and visual communication. Experience in a wide variety of design projects including, web marketing, event design, collateral design, stationery, signage, reports/publications, and infographics.

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## AREAS OF EXPERTISE

Conceptual design  
Creative solutions  
Brand development  
Collateral development  
Creative Problem Solving  
Craftsman/Artisan

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## TECHNICAL CAPABILITIES

Indesign CC  
Photoshop CC  
Illustrator CC  
After Effects CC (basic)  
Pre-press  
Basic HTML/CSS  
Web CMS

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## EDUCATION

Columbia College Chicago  
BFA | Graphic Design (2005)

Bowie State University  
BS | Computer Science (2000)

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## AWARDS (2007–2018)

NMAAHC Permanent Collection  
(Design and culture)  
American Graphic Design  
American In-House Design Awards  
Communicators -Silver Inkwell Awards  
Apex Awards

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## WORK EXPERIENCE

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### 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.

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### 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.

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### 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.

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### 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.

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### AMERICAN ASSOCIATION FOR THE ADVANCEMENT OF SCIENCE

Freelance Designer | Washington, DC | October 2013–December 2013

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

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### SOCIAL & SCIENTIFIC SYSTEMS, INC.

Senior Graphic Designer | Silver Spring, MD | October 2005–August 2012

Collaborated with in-house design group, creative director, conference planners and editorial staff to develop award-winning concepts and designs internally and for government contracts.

Operated as lead designer on projects for government clients: Office of AIDS Research, National Heart, Lung, and Blood Institute, and National Institute of Environmental Health Sciences

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### DISCOVERY COMMUNICATIONS, INC.

Graphic Designer | Silver Spring, MD | March 2005–September 2005

Collaborated with account executives to create collateral, advertisements, press kits, event promotions for Discovery Communications Networks: Travel Channel, U.S. HispanicNets, Animal Planet, and Military Channel.