

Lance Williams

Developer & Designer

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lancewilliams.design

LANGUAGES

HTML	CSS	Sass
JS	PHP	MySQL
WordPress (Functions, Hooks, APIs)		

SOFTWARE

Ps	Id	Ai
Pr	Ae	Xd

EXPERIENCE

NXTBOOK MEDIA

(2018-PRESENT)

LANCASTER, PA

DIGITAL / MULTIMEDIA DESIGNER

- Collaborating on brand strategy and creating the identity system
- Design and development of corporate website
- Building marketing and sales automations (ie., drip campaigns and Salesforce)
- Creating marketing collateral such as videos, sales decks, and print ads

NXT CREATIVE (AGENCY)

(2018-2020)

LANCASTER, PA

DIGITAL / MULTIMEDIA DESIGNER

- Leading client communication and managing projects
- Designing brand identity systems and collateral
- Developing and designing CMS based websites
- Creating inbound and outbound marketing plans and collateral

SOVIERRO

(2017-PRESENT)

HARRISBURG, PA

OWNER & CREATIVE DIRECTOR

- Leading client brand strategy workshops
- Developing marketing strategies and sales funnels
- Designing brand identity systems (ie., logos, typography, color palettes)
- Designing and developing websites, with a focus on custom WordPress themes
- Writing, directing, shooting, and editing of commercials and spots

BARKLEIGH PRODUCTIONS

(2009-2017)

MECHANICSBURG, PA

VIDEO DIRECTOR

- Writing, directing, and editing of short films and commercials
- Directing production crews and conducting interviews with film subjects
- Travel, set up, and live streaming of events

WEB DESIGNER

- Determining site maps, user flow, and messaging strategies for websites
- Creating clean, responsive designs with organized and efficient code
- Training and supervising the web developer

GRAPHIC DESIGNER

- Researching and developing multiple brand identities
- Design and layout of national magazines
- Designing event promotional materials (ie., signage, banners, etc.)

EDUCATION

HARRISBURG AREA COMMUNITY COLLEGE

Graphic Design

2008

UNIVERSITY OF AKRON

Graphic Design and Photography

2001-2003; 2005

MESA STATE COLLEGE

Graphic Design

2003-2004