

TREVOR WILLIAMS

SENIOR GRAPHIC DESIGNER, *UNTUCKit*

2022-Present; **Graphic Designer, 2020 - 2022**

Create organic email newsletters, promotional identities, and design lockups for special initiatives and experiences for site. Brainstorm with the Editorial team to flush out story ideas and suggest creative to support. Manage the team's creative libraries of logos, icons, type styling, and seasonal elements. Streamline design executions across print and digital platforms with Design Director approvals. Brainstorm, conceptualize, and contribute to the design of the monthly direct mail pieces; and compile swipe to pitch for upcoming campaign and still life shoots, and set ideas. Manage the post production process for the direct mail pieces (photoshoot markups, mark up color, route internal proofs) and upload files to the press for proof and final output. Design assets for retail usage, such as event collateral, magnetic window displays, and video display windows; airline and magazine ad placements, as well as digital motion assets for YES Network, NFL, and Yankee Stadium.

ASSOCIATE ART DIRECTOR, *Hearst*

Women's Health Magazine, 2019- 2020

Sole designer of the Beauty section, primary designer of the Mind and far forward FOB sections. Work with editors and photo directors to brainstorm pickup art ideas for stories and conceptualize shoots with on set art direction. Find illustrators and commission typography and story illustration for upcoming issues Design feature stories ranging from Fashion and Beauty to Fitness and Food. Work alongside digital editors to brainstorm art concepts for site news stories, features, cover releases, and theme weeks. Lead art director on the 2019 Skinweek, which consisted of 15 stories across the site and social media.

ASSOCIATE ART DIRECTOR, *Hearst*

Hearst's Young Women's Group, 2018-2019

Design pages, stories, and features ranging from Fitness, Fashion, Beauty, and Health for Cosmopolitan, Seventeen and Women's Health magazines. Conceptualize and art direct photo shoots for all three brands, and brainstorm with editors and photo directors stock imagery for upcoming stories.

ASSOCIATE ART DIRECTOR, *Women's Health Magazine*

2017-2018; Designer, 2015-2017

Primary designer of the monthly food section. Designed FOB and feature stories/packages in the Fitness, Food, Sex, and Beauty sections. Conceptualized and sketched photography and story ideas with editors and the photo department, with on-set art direction. Assigned illustrator commissions each issue and managed illustrator deadlines and budgets. Gave layout feedback to the Junior Designer and managed the Art interns.

OTHER EXPERIENCE

Design/Production Advisor Pasco County Schools, 09/14 - 03/15

Art Intern Food Network Magazine, 05/13 - 08/13

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PORTFOLIO

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EDUCATION

BFA Graphic Design,
Florida State
University, 2013

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SKILLS On-Set Art Direction, Image Color Management, Print Production, Adobe Creative Suite, Klaviyo, Social Media, Photo editing, AfterEffects, HTML/CSS, Digital Marketing.