

TREVOR

WILLIAMS

Senior Graphic Designer with experience across editorial, retail, and digital, specializing in campaign development, visual storytelling, and cross-channel brand execution.

EXPERIENCE

Senior Graphic Designer, UNTUCKit

2022-Present | Graphic Designer, 2020-2022

- Streamline UX/UI across site and email to improve consistency and usability
- Lead design of email, site promotions, and campaign identities across digital touchpoints
- Partner with Editorial to concept and execute story-driven creative
- Build and scale design systems and asset libraries for efficiency and brand alignment
- Concept and produce direct mail campaigns, from creative direction to press-ready delivery
- Design retail, experiential, and motion assets for high-visibility placements (e.g., YES Network, NFL, stadium environments)

Associate Art Director, Hearst — Women's Health

2019-2020

- Led design for the Beauty section and front-of-book content
- Concepted and art directed editorial shoots with editors and photo teams
- Commissioned and managed illustration and typography
- Designed features across beauty, fitness, food, and fashion
- Partnered with digital teams on art direction for site content and editorial packages
- Led art direction for Skin Week 2019, a multi-platform series (15+ stories)

Associate Art Director, Hearst — Young Women's Group

2018-2019

- Designed editorial features for Cosmopolitan, Seventeen, and Women's Health
- Concepted and art directed photo shoots across multiple brands
- Partnered with editors and photo teams to develop visual direction and imagery

Associate Art Director, Rodale — Women's Health

2017-2018 | Graphic Designer, 2015-2018

- Led design of the monthly Food section and contributed to editorial features
- Concepted and art directed photo shoots with cross-functional teams
- Commissioned and managed illustrators, timelines, and budgets
- Mentored junior designers and interns, providing creative direction and feedback

OTHER EXPERIENCE

- Design/Production Advisor, Pasco County Schools | 2014-2015
- Art Intern, Food Network Magazine | 2013

PORTFOLIO

trevor-williams.com

CONTACT INFO

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INDUSTRY KNOWLEDGE

Art Direction & Visual Storytelling, Campaign Development & Brand Identity, Editorial Design (Print & Digital), UX/UI & Digital Experience Design/Optimization, Design Systems & Asset Management, Content Strategy & Story-Driven Creative, Photoshoot Concepting & On-Set Direction, Cross-Channel Marketing (Email, Site, Retail, Print), Motion & Experiential Design, Production & Pre-Press (Print & Digital)

TOOLS & TECHNOLOGY

Figma, Asana, Email Platforms (Klaviyo, Attentive), Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), CMS Platforms (Shopify)

EDUCATION

User Experience Design Short Course, General Assembly, 2026

BFA Graphic Design, Florida State University, 2013