

CASSONDRA WILLIAMSON

PIXELS & LEAD DESIGNS / GRAPHIC DESIGNER, CREATIVE & CONCEPT ALCHEMIST

PROFILE

Name

Cassandra Williamson

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REFERENCES

David Rothbard

Vice President - Creative Services

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Alexiss Floyd

Conference & Events Planner

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Joey Walker

Multimedia & Web Design Specialist

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EXPERIENCE

2021 - Present

Empower AI

Graphic Designer, Multimedia & Web Design Specialist

Core designer for a complete brand redesign. Created everything from traditional sales sheets, white paper, and brochures to more interactive and accessible digital pieces such as social media, animated digital ads, interactive Ceros pieces, presentations, website/web posts, tradeshow materials, marketing collateral, etc.

2017 - Present

Pixels & Lead Designs

Lead Designer, Creative & Concept Alchemist

Collaborating with clients, creative teams and production professionals to deliver design solutions, collateral needs, propel web traffic, and social media engagement promotional items, presentations with PowerPoint, etc.

2019 - 2021

Marcus & Millichap

Graphic Designer

Create eblasts, website graphics, web postings across multiple sites, modifications to web content, Stripo and html/css. Create logos, invitations, brochures, marketing materials, flyers, postcards, trade show/booth graphics, booklets, signage, promotional items, presentations with PowerPoint, etc.

2016 - 2017

Regal Art & Gift

Graphic Designer, Social Media, Web Designer

Art directed photoshoots, designed product catalogue, managed and designed website and social media visuals.

2013 - 2016

Bond Manufacturing

Graphic Designer, Lead Logo & Branding Manager, Production Designer

Created Logos, branding & packaging implemented over numerous SKUs such as watering tools, cutting tools, digging tools, etc. worldwide

EDUCATION

2006 - 2011

BFA in Graphic Design

Academy of Art University

2002 - 2006

High School Diploma

Freedom High School

SKILLS

Professional

Adobe Creative Suite ██████████
Creativity ██████████
Typography ██████████
Software ██████████
Web Design ██████████
Communication ██████████

Personal

Creative Thinking ██████████
Team Player ██████████
Time Management ██████████
Detail Oriented ██████████
Organization ██████████
Expansive Thinking ██████████