

# Terryl Williams

UI/UX Designer | Graphic Designer

Portfolio - [twilliams-design.com](https://twilliams-design.com)

## CONTACT

(862) 354 4155

[Terrylwilliams2@gmail.com](mailto:Terrylwilliams2@gmail.com)

[Linkedin.com/in/terryl-williams](https://www.linkedin.com/in/terryl-williams)

## EDUCATION

Michael Graves College

Robert Bush School of Design

Kean University, Union, NJ

BFA - Interactive Screen and Print

County College of Morris,

Randolph, NJ

AAS - Graphic Design

## CERTIFICATIONS

**AI MASTERY CERTIFICATION:**

Graphic Design,

Coursiv

**UI/UX DESIGN: Essential Training,**

LinkedIn Learning

**UI/UX DESIGN: Creating Web Flows,**

LinkedIn Learning

**UX DESIGN: Analyzing User Data,**

LinkedIn Learning

**UX DESIGN: Creating User Personas,**

LinkedIn Learning

**SOCIAL MEDIA MARKETING,**

LinkedIn Learning

## EXPERIENCE

**Robert Half**, New Jersey (In-house)

(Freelance Graphic Designer / Web Designer, 2025 – 2026)

Client: **Janome America & Elna** (Sister company)

- Designed branded print and digital educational/instructional pamphlets and flyers, in a fast-paced, high-volume environment.
- Created a new color-interchangeable logo and icon to facilitate Janome's accessory of the month (AOM) promotions. Designed social media and variously sized ads to market these.
- Laid out product pages, using Wordpress and Elementor.

**Vonage**, Holmdel, NJ (Remote)

(Graphic Designer, 2022 – 2025)

- Maintained brand integrity across the company by refreshing, creating and enforcing the use of brand guidelines and design templates for most marketing collateral, thereby streamlining campaign development, presentation and pitch-deck execution.
- Curated and built photography and illustration libraries with self-serve templates for internal teams' organic and paid social media posts, emails and various blog types, greatly reducing workflows to our small design team.
- Utilized AI generation tools to assist in editing and manipulating photography to build Vonage's new branded photography library.
- Co-branded collateral for Vonage's various partner companies (i.e., case studies, ebooks, datasheets, print and digital banners, whitepaper visuals).
- Designed numerous on-brand, multichannel, print and digital marketing campaigns that included social media, email, blogs, landing pages and assets, infographics, ads and paid ads (many international in various languages, some animated).
- Designed print-ready large graphics and collateral for tradeshow and events (i.e., Dreamforce, Salesforce, Channel Partners and Mobile World Congress).
- Interpreted creative briefs and managed multiple deadlines and priorities, and team and client expectations around goals, in a fast-paced, high-volume environment.

## DESIGN SKILLS

Brand Identity, Mobile Design, UI/UX, Prototyping, Typography, Slide Decks, Advertising Campaigns, Promotional Design, Integrated Ad Campaigns, Transmedia Ad Campaigns, Tradeshow Event Design, Web Design, Social Media, Packaging, Editorial Design, Window Clings, Motion Graphics, Photography, Large Format Printing

## TECH SKILLS

Mac & PC, Adobe Creative Cloud, Microsoft Office, Adobe Acrobat DC, PowerPoint, Keynote, Lightroom CC, XD CC, InVision, Figma, Sketch, Canva, Creatopy, Monday.com, Jira, Slack, Ceros, HTML 5, CSS, PDF Compliance

**Source Communications, Advertising**, Hackensack, NJ  
(Freelance Graphic Designer, 2020 – 2022)  
(Graphic Design, Summer Internship 2018)

- Designed retail store signage, digital and print advertising campaigns, print-ready large graphics, logos and brand guidelines (for Subway, ArgoFresh, Del Real & ADL).

**Proud Moments ABA**, Brooklyn, NY (Remote)  
(Freelance Graphic Design, 2021)

- Designed branded PowerPoint templates.

## ACCOMPLISHMENTS

**Dreamforce - Tradeshow Assets**, Vonage, 2023, 2024

**Built New Photography Library**, Vonage, 2024, 2025

**First Place Team**, Kean University, Thinking Creatively Conference, Let's Charrette 2018

**Member**, Lambda Alpha Sigma, Academic Honors Society, 2018 – present

**Dean's List**, Kean University, Spring 2019

**Published photographer**, in an award-winning magazine, County College of Morris, Promethean 2017 edition

**New Jersey Design Derby**, Sussex County Community College, 2016 – 2017