



Michael Williams

graphic designer • cement artist • maker

Impactful Presence from Concept through Collaborative Design and Implementation

Employment

2013 – 2020

NBC / UNIVERSAL ORLANDO RESORT

Graphic Designer, Popcorn Creative Group (2017 – 2020)

Collaborated to inspire, guide, and challenge intellectual partners to deliver exceptional creative collateral materials that build the Universal Orlando Brand.

- Partnered to launch new attractions and resorts to meet attendance and sales targets by creating marketing materials that excite, educate, and inspire consumers with the company brand.
- Created compelling and exciting visual collaterals in conjunction with the many complex intellectual properties under the Universal brand umbrella.
- Refined corporate branding in partnership with the community relations division.
- Proactively collaborated within task forces to address ongoing developments in workflow challenges, integrating new systems, as well as, refining the vast processes of daily work across 13 departments and divisions.
- Member of the Steering Committee Board NBC / OUT employee resource group.

Print Production Manager / Graphic Designer, Popcorn Creative Group (2013 to 2017)

Collaborated with creative teams, Resource Management Department, Sourcing Department, and vendors as a resource to ensure, maintain, and elevate the quality of UOR Sales and Marketing materials.

- Created a print production process facilitating the quoting of print jobs with Sourcing Department focusing on quality and expediting to meet deadlines. This position was moved to another division that continues to utilize developed processes.
- Supervised press checks and collaborated with local and long-distance print vendors ensuring quality and accuracy.
- Directed large-format installations safeguarding accuracy, quality, and cost-effectiveness.
- Validated print specifications and developed onboarding training in the printing process enabling more accurate internal job starts saving time and costs both internally and externally.
- Recommended printing methods, materials, and vendors significantly reducing costs due to mistakes and re-prints.

2010 – 2018

K&Z CREATIONS, Ocala, FL

Art Director / Designer

Side business of custom personalization that began with bottle-cap jewelry with 10% of profits going to Pets of the Homeless.

- Designed custom T-Shirts, Vinyl appliques, embroidery, bottle-cap jewelry.
- Produced licensed products for the University of Florida. Gator merchandise was sold in University stores.

Versatile creative designer, freelance to collaborative corporate marketing design, production, and implementations. Fluent in all aspects of print design, corporate identity with detail and experience from small to large format and digital needs with a mix of motion graphics, photography, and video.



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mobile

352/ 572.4864



Address

Orlando, Florida



website

www.michaellawilliamsdesign.com



linkedin

www.linkedin.com/in/michael-la-williams

Proficient in

Adobe Creative Suite:

Illustrator, Photoshop, InDesign, Premiere Pro, After Effects

• **Collaborator**

• **Team Oriented**

• **Flexible**

• **Agile**

• **Detailed**

• **Management**

• **Leadership**

• **Communicator**



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website

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linkedin

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2002 – 2004 DISTINCTIVE HOMES, INC, Pompano, FL

Art Director / GM Specialty Publishing

Managed design staff of Distinctive Homes Magazines as the number of cities expanded across the country.

- Oversaw the design of Distinctive Charter Yachts Magazine. Directed photoshoots, created all maps and cabin plans for magazines and sales brochures.
- Designer for most specialty publishing, brochures, direct mail for realtors, and upscale multi-million-dollar homes and yacht brochures.

Additional Relevant Experience

Office Depot Corporation, Delray Beach, FL

Design Supervisor, Newspaper Advertising

Michael Williams General Contractors, Inc., Ocala, FL

VP of Family Custom Home Builder

Devon Self Storage, Ocala, FL

Property Manager

C.D.C., Miami, FL

Field Research Interviewer / Counselor project AXION.

On the Go Magazines, Inc., Ocala, FL

Associate Art Director

Today Magazines, Inc., Ocala, FL

Chief Production Designer / Art Director

Broward County Elections Office, Ft Lauderdale, FL

Poll Worker, Ast. Clerk, Clerk, Special Deputy, Poll Watcher

Education

Central Florida Community College, Ocala, FL

Coursework towards BA

DeVry Institute of Technology, Atlanta, GA

Coursework towards BS, Electrical Engineering

Testimonials

“

Mike is a concentrate of performance and positivity. He is unique in that he is a detailed craftsman and a great communicator. Mike is skilled at all aspects of design and production, he has killed it on campaigns big and small, but above all that he's just a fantastic human being. You want him on your team, period.

Brian Austin

Creative Director, Universal Orlando

“

Mike Williams is an excellent designer and a terrific collaborator. During the time we worked together he always had a great attitude and was incredibly easy to work with. I could always count on him to do solid work and bring a sharp eye to every project, from complex multi-page brochures to a simple sticker. Mike has talent, experience, reliability and a great easy-going manner, everything you'd want in a colleague.

Howard Mermel

Copywriting Manager, Universal Orlando

References

Jimi Ziehr

*Project Manager & Producer,
Universal Orlando Resort*

321-666-0403

jimizeee@hotmail.com

Ali Snyder

Art Director, Universal Orlando Resort

407-706-5798

ali.snyder@gmail.com

Andy Terechenok

Art Director, Universal Orlando Resort

407-929-0454

andy.terechenok@universalorlando.com

Professional skills

Graphic design	<div><div></div></div>
InDesign	<div><div></div></div>
Photoshop	<div><div></div></div>
Illustrator	<div><div></div></div>
Premier Pro	<div><div></div></div>
After Effects	<div><div></div></div>
Photography	<div><div></div></div>

Adobe Creative Suite: Dimensions, Dreamweaver, Acrobat Pro, Quark Xpress, MS Office: Word, PowerPoint, Excel, Keynote, Pages, Numbers, Filemaker, Sketchup, Vectorworks, Photography, Pre-Press.



=

work

play



CliftonStrengths Assessment (Strengthfinder):

Learner | Strategic | Achiever | Responsibility | Intellection