



Marcus E. Williams II

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Biography and Goals

Passionate and practiced user-experience (UX) design professional and avid community volunteer aspiring to further my backgrounds of art direction, print design, interactive design and user-interface (UI) design with a reputable company that will challenge me as a graphics artist and to gain fresh experience solving problems in the creative field.

Skills Summary

Expert-level knowledge of Adobe Illustrator, XHTML and CSS3; proficient in Photoshop, InDesign, and Dreamweaver, and some Flash and AfterEffects, all CS4. Possesses proven leadership, teaching, and team-building experience.

Professional Experience

Graphics Artist & CEO

Ectonym Design, Atlanta, GA, September 2006 to Present

- Designed style guides and was extremely successful in developing effective identity direction packets for multiple start-up organizations' branding efforts
- Designed multi-tiered marketing campaigns consisting of web ads, business cards, brochures, signage and other corporate collateral with the goal of creating uniform packages that illustrate client goals with special attention to good design practices
- Designed websites, email templates, and graphic interfaces to enhance user experiences of interacting with client information
- Operated all internal business administration aspects and hiring

Design Committee Chair, Volunteer

WE Design Atlanta, Inc., a non-profit organization, August 2007 to present

- Resided as head of the Design Committee and as Vice Chair of the Board of Directors; responsible for overseeing *all* graphics-related creative projects and managing the creative teams consisting of 1-6 volunteers per project providing Pro Bono design for other non-profit organizations
- Coordinated design and created the layout for submissions to *FORM: artistic independence*, an annual art-book featuring current Atlanta creatives, for 2008, 2009 and 2010 editions
- Curated art shows, installations, and a fashion show for local non-profit galleries and coordinated over 90 artist participants in *FORM: artistic independence*
- Designed promotional materials for print, web, and apparel

Instructor

Clayton State University, Morrow, GA, June 2009 to November 2009

- Engaged adult students of all ages in learning through custom curricula developed for the Continuing Education department
- Developed curriculum for *Photoshop for the Web*, *HTML 1* and *HTML 2* classes for student bodies of 20-30

Resident Artist, Volunteer

WonderRoot Community Arts Center, a non-profit organization, May 2008 to July 2010

- Logged Over 1,032 hours in volunteer service time providing youth instruction, tours, and administrative assistance
- Taught monthly Adobe Illustrator workshops sharing designer-level knowledge to traditional, non-digital artists and non-creatives

Junior Art Director & Graphics Designer

Tanner Photography, Alpharetta, GA, September 2007 to February 2008

- Generated ideas for photoshoots and poses, cropping and composition
- Edited photographs for increased drama, light balancing, and skin imperfections
- Designed ads for print and web and developed a print menu system for upselling

Education

2007 *Georgia State University, Atlanta, GA*
Bachelor of Arts, *Graphic Design*