

# Bridget Williams

SENIOR DESIGN & CREATIVE LEAD — BRAND STRATEGY, VISUAL DESIGN, ART DIRECTION

**SUMMARY:** Senior Designer & Creative Lead with 8 years delivering multi-platform brand systems, campaign creative, and high-performing visual design for consumer and education brands. Strong art direction, team leadership, cross-functional collaboration, and brand strategy expertise. Proven ability to lead rebrands, mentor junior designers, and produce elevated, data-driven creative that moves business metrics.

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**LINKS:** [bw-design-portfolio.vercel.app/](https://bw-design-portfolio.vercel.app/) | [linkedin.com/in/bridget-williams-a0384982](https://linkedin.com/in/bridget-williams-a0384982) | [github.com/BAW-CO](https://github.com/BAW-CO)

**CORE CAPABILITIES:** Creative Direction, Brand Strategy, Campaign Development, Visual Identity Systems, Design Systems, Team Leadership & Mentorship, Cross-Functional Collaboration, UI/UX Wireframing, Motion & Digital Design, Frontend Development (HTML/CSS/JS/React), Figma, Adobe Creative Suite, Prototyping, Presentations, Environment

## WORK EXPERIENCE

### Senior Digital Designer (Creative Lead) | Lower.com | April 2025–Present

- Design high-impact print and digital assets (brochures, social graphics, email campaigns) supporting nationwide initiatives.
- Direct D2C creative campaigns, manage multiple concurrent projects, and maintain fast-paced production workflows.
- Maintain branded collateral via a centralized asset system, ensuring accuracy and consistent access for sales teams.
- Lead a team through a full rebrand that initiates the most productive business quarter in company history.
- Oversee creative direction, quality control, and visual standards across all deliverables.

### Senior Designer (Team Lead) | Gibbs Smith | May 2021–July 2025

- Create layouts and templates for print + digital educational materials, presentations, and multi-platform content.
- Collaborate cross-functionally to elevate and maintain cohesive branding across all products and programs.
- Lead and mentor designers to ensure deadlines, brand consistency, and high-quality creative execution.
- Establish scalable design systems that streamline production and improve visual cohesion.

### Lead Designer + Brand Strategist | BCI Media | March 2020–May 2021

- Develop creative concepts and deliver publications, social assets, pitch decks, event branding, and mixed-media campaigns.
- Produce templates, ads, and landing pages driven by design trends and iterative testing.
- Increase content engagement by 30% through strategic campaign planning and brand refresh initiatives.
- Conduct brand + competitive analysis and translate insights into actionable visual solutions and client guidance.
- Direct creative output across multiple accounts to ensure strong brand positioning and consistent quality.

### Designer + Content Specialist | RP Creative | Oct. 2018–March 2020

- Conceptualize and develop branding packages aligned with client goals and audience needs.
- Design packaging, marketing materials, email campaigns, and social content informed by emerging trends.
- Create wireframes, flows, mockups, and high-fidelity prototypes that reduce user pain points by 25%.
- Support content strategy with visuals that enhance storytelling, engagement, and brand visibility.

## TECHNICAL AND PROFESSIONAL SKILLS

Adobe Illustrator, InDesign, Photoshop, XD, After Effects, Acrobat, Figma, HTML/CSS/JS/React, Color theory, CMS and CRMs, Typography, Illustration, Motion Graphics, Photo Editing, Asset Management, Design Thinking, Webflow

## EDUCATION

AAS, Graphic Design — Portland Community College

BFA, Fine Art — Michigan Technological University

Frontend Web Development Certificate — Frontend Simplified