



BRYAN WILLIS

Visual Designer & Freelance
Illustrator.

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I'm a visual designer with skills in UI/UX & Front End development. I'm also a freelance illustrator and I apply my painting and drawing skills towards my visual aesthetic.

Education:

Bachelor's in New Media Arts

May 2016, Kennesaw State University

Fine Arts + Game Art and Design

Aug 2009 -11, Art Institute of Atlanta

Experience:

Feywilde Cosplay

Web Marketing & Visual Design

Oct 2013-Current

Promoted a solo freelance costume model that self publishes and sells her photos. I built Feywilde's digital download shop with self hosted wordpress software. I helped maintain her online presence by utilizing google and facebook analytics to strategically design social media post to better reach her target audience. I tweaked her website's visual design and interface to help increase her conversion rates and digital photoset sales.

Kennesaw State University

Customer Service Clerk

Feb 2014-Current

I worked with customers daily and learned to address complaints. I handled money and dealt with financing. I also helped the campus post office through a transition as our school, formerly Southern Polytechnic State University, merged to become KSU. The transition demanded quick changes to accomodate for a sudden influx of over 5 times our previous student population.

Digg Marketing

SEO Copy Writer

Oct 2013-14

Created Page layouts, researched, and wrote SEO geared verbiage for a web design firm specializing in building websites geared towards Real Estate Agents, Brokers, and Investors. I did extensive research on each client's local area, and wrote seo based verbiage for each agent's website. I also did basic HTML/CSS layout and cleanup via Wordpress. A large part of my work was to review previously outsourced verbiage, and improve it for basic readability.

New Media Arts Coursework

Visual Thinking

Oct 2015

This class was a junction between Media Studies, Anthropology, and psychology. We learned to recognize the power of brand identity as a form of social currency in the greater context of an information society. We broke down the basics of iconography and signification, and surveyed an in depth history of various brands and targeted advertisements. The final part of the course focused on the most recent relevant trends in advertisement and its effect on both individuals and society.

Skills & Software

Graphic Design

Front End Development

Illustration

Photography

Photoshop

Lightroom

Indesign

Illustrator

Axure

Bootstrap

Wordpress

Git

HTML 5

CSS 3

SASS

JavaScript