

# NEVAEH WILLIAMS

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## PROFESSIONAL SUMMARY

Versatile Graphic Designer with a unique background in branding, marketing, and IT, offering a strategic and technical approach to design. Experienced in creating brand identities, marketing assets, and social media visuals from the ground up. Known for delivering clean, functional, and visually compelling designs that align with business objectives and strengthen brand presence.

## CORE COMPETENCIES

- Brand Identity Design
- Logo Design & Visual Systems
- Layout & Typography
- Marketing Collateral Design
- Digital & Print Design
- Color Theory
- Visual Hierarchy & Composition
- Creative Problem Solving
- Attention to Detail
- Collaboration & Communication

## PROFESSIONAL EXPERIENCE

### Arise Treatment Center, Zionsville, IN

*Director of Information Technology and Marketing | 07/2025 - Present*

- Led full brand development from concept to launch, including logo design, color palette, typography, and visual standards.
- Designed digital and print marketing materials including brochures, social media graphics, flyers, internal documents, and brand assets.
- Built and maintained brand consistency across all platforms, ensuring a cohesive and professional visual identity.
- Created engaging social media content using custom graphics, photography, and templates to establish a strong digital presence.
- Developed marketing visuals that translated complex information into clean, user-friendly design.
- Collaborated cross-functionally to align design strategy with organizational goals and messaging.
- Managed asset creation and organization for marketing and branding materials.
- Oversaw creative direction for campaigns, ensuring designs met brand standards and business objectives.
- Directed content planning and campaign execution across social media platforms.
- Coordinated outreach initiatives, partnerships, and promotional efforts.

### TROI, LLC, Indianapolis, IN

*Lead UX/UI Designer | 11/2024 - Present*

- Led UX/UI design strategy for a new brand, shaping the product's look and user experience from concept to launch.
- Designed a modern logo and visual system aligned with brand identity and usability principles.
- Created wireframes, mockups, and interface designs focused on user-centered design.
- Built a cohesive design language to ensure visual consistency across digital experiences.
- Collaborated with stakeholders to refine layouts, workflows, and visual direction.
- Iterated designs based on feedback to improve user experience and visual flow.

## EDUCATION

### Indiana University - Bloomington, IN

*Bachelor of Science in Informatics*

Cognate in Human-Centered Computing | 08/2024

## TECHNICAL SKILLS

**Design & UX:** Canva, Adobe Creative Suites (Photoshop, Illustrator, InDesign), Figma, UI Design, UX Research Basics, Wireframing, Prototyping, Design Systems

**Languages:** Python, Java, PHP, SQL, HTML, CSS, JavaScript