



Javon Williams

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Education

Bachelor of Fine Arts in Graphic Design, *summa cum laude* (2020-2024)

University of North Florida, Jacksonville FL

- Cooperated with collegiate clients as a freelance designer, delivering marketing solutions using design principles and color theory.

Professional Experience

Director of Graphic Design (2024)

University of North Florida Student Government, Jacksonville, FL

- Managed design projects with a team to create promotional logos, social media templates and videos, meeting tight deadlines and boosting audience engagement by 80% on Instagram.
- Created event materials for high-profile campus events, including ASUN sports arena signage and lower-thirds in a video on Kenan Thompson's comedy show.
- Updated website content and ensured ADA-compliance in collaboration with the Social Media Coordinator, informing a campus of over 10k students.

Graphic Design Intern (2024)

Florida Prime Sports, Jacksonville, FL

- Designed magazine ads, flyers, and merchandise for youth sports tryouts and exhibition games, merging modern sports trends with company brand guidelines.
- Captured and edited on-site footage to produce live content with animated graphics in a timely delivery, expanding audience viewership across social media and the company website.
- Enhanced teamwork and design efficiency by delivering daily graphics and pitch decks, while communicating unique ideas to executive directors within the organization.

Lead Student Assistant (2022-2024)

University of North Florida Student Government, Jacksonville, FL

- Produced logos, flyers, and other graphic content as an interim Graphic Designer, stepping in as needed.
- Supervised a team of five Student Assistants, ensuring strong performance of clerical tasks, such as handling and logging confidential documents in Excel and helping guests in person or over the phone.

Skills

- **Software:** Photoshop, InDesign, After Effects, Premiere Pro, Illustrator, Figma, Cinema4D, Microsoft Office
- Image Editing, Typography, Motion Graphics, Mockups & Pitch Decks, Attention to Detail, Leadership

Certifications & Awards

- **Adobe Certified Associate:** Adobe Photoshop CC (2019), Adobe InDesign CC (2018)
- **Outstanding Graduate for Fall 2024:** Awarded by design faculty based on work ethic and character
- **Innovation Leadership certification:** Awarded by the University of North Florida Coggin College of Business