JAEL!
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MAYANA-JAEL WILLIAMS | EXPERIENCE DESIGNER

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EDUCATION

The Brandcenter at VCU | Aug 2019 - May 2020 | 4.0 GPA
Masters of Science in Branding | Experience Design

VCU's Brandecenter merges the teaching of a traditional MBA with an emphasis on creativity and cross-functional team collaboration. The program is centered on branding, insight-driven strategy and the application of creativity in business.

Radford University | Aug 2013 - May 2017 | 3.9 GPA
Bachelor's of Fine Arts | Graphic Design

Radford's graphic design program is lead by past and current industry professionals and teaches a wide range of Adobe Creative Suite Software. Classes In: Publication Design, Packaging, Motion Graphics, 3D Modeling,Photography (Film and Digital), and Web Design

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EXPERIENCE

The Collective | Administrator | May 2020 - Mar 2021

The Collective is a community of students at Brandcenter created to empower students to engage with one another in an environment that acknowledges the complexities of diversity and inclusion. As an administrator I scheduled internal meetings, created meeting agendas and managed our internal structure, this included overseeing our branding, event planning and acting as project manager.

Carriage House | Experience Designer | May 2020 - Aug 2020

Carriage House is a student-led creative co-op created to help small business impactd by Covid-19 following the cancellation of most internships. With my team, I created branding, web design and strategy for BareSoul Yoga - a Black, Woman-owned wellness brand and non-profit.

Richmond Pro Lab | Graphic Designer | Mar 2018-Aug 2019

Richmond Pro Lab a local business that manufactures prints and marketing materials for photographers. In this role I maintained client relationships and files, managed a constant influx of projects, created advertisements for print and web and created print resources based on client needs.

SKILLS

User Research	Product Design	Motion Graphics
Design Strategy	Branding	3D Modeling
Journey Mapping	Design Systems	Typography
User Testing	Illustration	
Prototyping – Adobe XD, Figma	UX Design	
	Graphic Design	

TOOLKIT

Adobe CC [Illustrator, Photoshop, InDesign, XD, AfterEffects] , Cinema 4D, Figma, Final Cit Pro