

# Deveney Williams

VISUAL STORYTELLER & DESIGNER

## CONTACT

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## EDUCATION

**Georgetown University**  
MA Journalism  
May 2020  
**University of South Carolina**  
BA Visual Communications  
May 2015

## PROGRAMS

Adobe Creative Suite  
Microsoft Suite  
Sketch  
Figma  
Mural  
InVision

## EXPERIENCE

### DW Productions

*October 2014 - Present*

#### Principal

We implement a strategic vision, captivating design, and visual storytelling to elevate brand awareness, showcase core values, and connect with customers authentically. Discovering your visual identity, social media strategy, or marketing plan is all part of the journey. We use an iterative process so clients are always co-creating to deliver an impactful final product.

### NPR

*September - December 2019*

#### Marketing Fellow

Collaborated with marketing lead to produce digital campaigns, commercials, and events. Produced an internal marketing campaign for the podcast Code Switch. Developed and shot a portrait style to reflect the team's values, created a promotional video, and designed a digital flip-book. Built, created, and delivered graphics and illustrations for external vendors and internal products. Edited and produced UpFirst commercial with internal partners that generated over 20,000 views. Established photography guidelines, built a photo studio, and developed a mobile media kit.

### CoCreate Studios

*March - September 2019*

#### Multimedia Specialist

Developed a cohesive visual identity through portraiture, campaign messaging, and visual design. Directed and produced homepage video that generated over 5,000 impressions. Managed and built the agency's website in Squarespace and designed a social media strategy. Created motion graphics; edited and shot videos for entertainment, nonprofit, and commercial clients.

### Fannie Mae

*January 2017 - March 2019*

#### Visual Storyteller and Designer

Documented the enterprise digital transformation through content creation. Produced, directed, filmed, and edited over 40 interviews, event recaps, and promotional videos. Managed production scheduling, digital filing, and distribution for over 600 portraits. Organized and co-facilitated workshops on design thinking and human-centered design for ~1,200 employees. Developed multimedia and installation campaign to educate 25 board members on the value of design.