

COLE TANABE WILLIAMS

✉ cole.bo.williams@gmail.com

in [Linkedin.com/in/colewilliams](https://www.linkedin.com/in/colewilliams)

🌐 colewilliams.design

EXPERIENCE

Killer Visual Strategies Senior Visual Designer *July 2021 - Present*

Killer Visual Strategies, a Material+ company, is an industry-leading visual communication agency that services over 100+ Fortune 500 companies.

As a Senior Designer, I work fluidly across several key accounts and partner teams to develop, define, and execute a creative vision for high-visibility client deliverables. Select projects include:

- Developed a data visualization design system for the world's leading personal finance software company, resulting in a consistent visual direction and a streamlined workflow for their data production needs.
- Distilled complex data into an engaging, easy-to-grasp, interactive customer journey map for one of the world's largest financial services corporations.
- Developed an interactive website for one of the world's largest athletics companies.

Killer Visual Strategies Visual Designer *Aug 2018 - July 2021*

As a visual designer, I carried out a variety of design projects from concept to completion, including: interactive design, infographics, print design, presentation design, brand identity, and more. Clients I've worked with include:



Cole Williams Design LLC Freelance *Feb 2016 - Present*

As a freelance designer, I deliver elegant design solutions to a diverse set of clients including startups, major label musicians, and design agencies. Select projects include:

- Developed branding, merchandise, and art direction for a Seattle convention with 80+ vendors and 6000+ attendees, resulting in over \$120,000 in ticket sales.
- Developed brand identity and visual guidelines for a venture-backed IT startup.
- Designed motion graphics, illustrations, and branding for dozens of small businesses, popular podcasts, and Def Jam Records artists.

Addpetizer Design Intern *June 2017*

Addpetizer is a Singapore-based digital marketing and branding agency.

As a design intern, I developed design systems and branded media for daily social media marketing posts for several client companies.

EDUCATION

User Experience Design & Research Specialization

University of Michigan – Coursera
(June 2021 - Present)

Seattle Central Creative Academy

Seattle Central College
AA Graphic Design (2016 - 2018)

SKILLS

UX/UI

Wireframing
Low & High-fidelity Prototyping
Design Systems
Heuristic Evaluations
Journey Mapping
Site Mapping
User Flows
HTML/CSS

Visual Design

Illustration
Branding
Motion Design
Typography
Layout Design

Software

Figma
Webflow
Adobe Illustrator
Adobe After Effects
Adobe InDesign
Adobe Photoshop