

Nikki Williams

graphic designer

www.ashleighnicoledesigns.com • 919-818-9043 • anwilliams402@hotmail.com

Expertise

Ms. Williams has over 26 years of experience in computer graphics with a focus in the EdTech and publishing industries. As a graphic designer she provides key insight into computer graphics and layout for print and online testing over multiple banking systems and products.

Professional Experience

METAMETRICS INC., Durham, NC, 2019–Feb. 2023

Graphic Designer



Graphics support for Quantile and Lexile item development teams responsible for maintaining the day-to-day creation and editing of new and existing images, development and maintenance of an internal image style guide, and modification of procedures and processes for image creation for multiple clients. Answer questions and troubleshoot graphics issues for team members and other departments. Develop and modify vector graphics and digital images to compliment online test questions for multiple grade standardized tests for multiple clients. Create an average of 35 original test graphics per week, depending on complexity, using Adobe programs including Illustrator, InDesign, Acrobat Pro, and Photoshop. Illustrate and animate original images to convey test questions accurately, precisely, and inclusively to US and international school-age children. Develop in-house templates as well as team and individual workflow procedures to ensure product consistency and efficiency. Work produced on both PC and Macintosh platforms. Lay out client deliverables in MS Word programs. Assist with various other projects as needed.

IXL LEARNING, Morrisville, NC, March 2018-May 2018

Art Coordinator – Social Studies

Review and revise artwork requests from a team of 15 social studies curriculum designers, coordinate artwork development and iterate with a team of 2-4 remote and in-house illustrators, review and revise artwork submissions to comply with overall site style guide specifications and UI. Track overall project workflow and maintain internal deadlines to meet quarterly release schedule.

MEASUREMENT INCORPORATED, Durham, NC, 2000–March 2018

Senior Graphic Designer

Maintain the day-to-day workflow, organize deadlines, and develop or modify procedures and processes for a 3-6 person design team working on multiple projects. Act as a liaison for the graphics team by developing workflows, answering questions and troubleshooting graphics issues for team members and other departments. Using multiple online database systems, develop and modify static and technology-enhanced vector graphics and digital images to compliment online and print-based test questions for multiple-grade standardized testing for multiple states. Create an average of 30 original test graphics per week, depending on complexity, using Adobe CC programs including Illustrator, InDesign, Acrobat Pro, and Photoshop. Illustrate and animate original images to convey test questions accurately and precisely to school-age children in both online and print-based formats. Produce test booklets and answer documents, both image scannable and precision printed, as well as specialty items such as brochures, manuals, and promotional pieces. Work produced on both PC and Macintosh platforms. Lay out booklets and manuals in programs including Adobe InDesign and Quark Xpress. Assist with various other projects as needed.

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BUSINESS CARD EXPRESS, Morrisville, NC

Pre-Press Assistant, 1998–2000

Responsible for proofreading layout, color separations, placement and design of typeset and camera-ready business cards. Receive, convert, and troubleshoot orders sent via e-mail and disks. Typeset self-inking stamps and business cards, as well as paste-up, scan and clean various b/w and grayscale artwork. Work within a team atmosphere in an individual capacity. Proofread up to 400 business cards, letterhead, envelopes, and special orders daily. Daily output approximately 150 +/- orders to plate material. Convert e-mail and disk files into useful formats using Illustrator, Quark, PageMaker, and Freehand. Typeset 50-60 self-inking stamp orders, business cards, and special orders daily. Paste-up, scan, and clean black and white and grayscale artwork using FotoLook and PhotoShop 3.0 and 4.0. Consistently met daily production and printing deadlines.

RURAL PRESS U.S.A, Raleigh, NC

Graphic Designer, 1997

Produced display, classified advertisements, and the classified section for a regional, agricultural newspaper. Worked as a member of a five-person, self-managed design and production team. Designed up to 30 advertisements daily for 13 monthly tabloid newspapers. Consistently met daily production and printing deadlines. Applied comprehensive knowledge of graphics programs, scanning, four-color printing, and proofreading.

Education

B.A. English; University of North Carolina, Chapel Hill, NC, 1996

A.A. Peace College, Raleigh, NC, 1994

Technical Skills

Adobe Illustrator CC; Adobe InDesign CC; Adobe Acrobat DC Professional; Adobe PhotoShop CC; Adobe Creative Suite, Quark Xpress; Macromedia Freehand; Corel Draw; Corel Photopaint; FotoLook; Multi-Ad Creator; Adspeed; Pagespeed; Windows 10; Microsoft Word, Power Point, Outlook, Google Docs, Google Sheets, Slack, JIRA, Spiceworks, WordPress

Leadership, Professional Affiliations, and Awards

Freelance Work:

- Full promotional package materials (posters, brochures, t-shirts, web banners, magazine ads) for local charity events such as Habitat for Humanity of Durham's Bull Moon Ride and Run and the Volunteer Center of Durham's Great Human Race.

Volunteer Work:

- T-shirt and logo design for Camp WholeHeart 2005-present
- Arts & Crafts lead volunteer for Camp WholeHeart 2005-present
- Promotional materials, brochures, event t-shirts and digital ads for Durham Habitat for Humanity
- Promotional materials, brochures, event t-shirts and digital ads for Volunteer Center of Durham annual fundraising event, The Great Human Race
- Maintained and produced artwork for church website
- Communications Committee Chair for Pleasant Grove UMC 2015-2017