



Dawn Williams

Profile

Designer and creative problem solver specializing in UX/UI and visual identities.

With over 8 years of experience in graphic and web design, I've grown to enjoy the process of blending functionality with aesthetics to create intuitive and engaging experiences. My approach is rooted in curiosity, experimentation, and the belief that great design happens through thoughtful collaboration.

Education

Bachelor of Design / OCADU, 2016

Skills

PHOTOSHOP

ILLUSTRATOR

INDESIGN

FIGMA

WORDPRESS

BASIC HTML/CSS

Work Experience

The Black Physicians of Tomorrow (Freelance)

Design Lead / August 2018—Present

Lead visual identity and branding updates for digital and print materials, including brochures, banners, and event promotions. Oversee print production and ensure high-quality execution of design deliverables. Collaborate on website refresh initiatives, aligning digital experiences with organizational goals.

P& (Pixels & Pencils Creative Direction Inc.)

Art Director / August 2022—September 2024

Led creative direction for UX/UI and branding projects, ensuring cohesive visual identities and intuitive user experiences. Mentored and managed a team of designers, refining workflows and fostering a culture of creative collaboration. Partnered with developers, product managers, and stakeholders to bring brand narratives to life through digital experiences. Spearheaded rebranding initiatives that reshaped brand identity and optimized user engagement. Presented creative concepts and strategies to clients, executives, and stakeholders, aligning design vision with business goals. Established and optimized design processes to ensure efficiency and consistency across platforms.

P& (Pixels & Pencils Creative Direction Inc.)

Graphic Designer / August 2019—August 2022

Built distinct brand identities through logo design, typography, and visual systems. Designed UX/UI solutions, from wireframing to high-fidelity design comps. Applied a detail-oriented approach to create work that is both functional and visually striking. Created mockups and refined client presentations, ensuring every touchpoint was intentional and polished. Collaborated with teams to refine brand aesthetics and optimize user experiences across platforms.

Tempur Sealy Canada

Junior Graphic Designer / August 2018—August 2019

Designed assets for POP displays, product launches, advertisements, and marketing collateral. Ensured branding consistency across print and digital materials while adhering to corporate brand standards. Managed print production processes to ensure high-quality output.