



# Kristen Williams

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## OBJECTIVE STATEMENT

Now open to opportunities in UIUX Design, Digital Media Marketing, Information Technology, Graphic Design, and Project Management.

## EDUCATION

**Bachelor of Fine Arts** | Graphic Design  
**The University of Akron, Akron**  
Computer Security Minor

*EXPECTED IN 06/2025*

## SKILLS

**Adobe Creative Cloud**  
**Figma**  
**Typography**  
**CSS**

**Strategic planning and analysis**  
**Computer Animation**  
**HTML**  
**Bootstrap**

## WORK HISTORY

### INTERN, UI/UX

*06/2023 to 08/2023*

#### OVERDRIVE INC. | Cleveland Heights

- Recruited to gain hands-on experience in designing intuitive and user-friendly interfaces for their business and education product
- Assigned projects with focus on improving design, search engine optimization (SEO), analytics, performance insight, and accessibility
- Used Google Analytics, Smartlook, and Optimize360 to analyze traffic and optimize content and user flow
- Supported wire-framing, optimizing copy, information placement, A/B testing, and heat-mapping to increase downloads and in-app purchases.
- Gained hands-on experience in various software programs, increasing proficiency and expanding technical skill set.

### INTERN, MARKETING AND WEB DESIGN

*01/2020 to 08/2020*

#### NEOSTEM ECOSYSTEMS

- Selected to participate in the company's WIRE'D project, offering part-time support to small business and entrepreneurs across NE Ohio
- Refined each client's social media presence by using Canva, Figma, Hootsuite and Excel to design and schedule content for Twitter, YouTube, and Instagram
- Improved social engagement by writing original content and monitoring performance data, including likes, clicks, shares, and impressions
- Researched e-commerce and web hosting platforms and made recommendations to YouTube and Facebook Ads, increasing website traffic
- Redesigned websites and logos for Something Fishy Children's Aquarium, Logo Maker CLE, Chases Pizza Place, and B FREE Beauty.

### MARKETING ASSISTANT

*05/2017 to 04/2020*

#### IF APPLICABLE Recruitment Marketing Firm

- Assisted the owner with social media management, email marketing, and event planning on behalf of (6) major clients (small businesses)

- Assisted with creating content for email blasts, newsletters, live event promotions and social media campaigns on Facebook, Instagram and Twitter
- Responsible for designing flyers, brochures, email campaigns, and online graphics to improve brand recognition and sales.

### **SALES ASSOCIATE**

*05/2021 to 01/2023*

#### **MACY'S | Akron**

- Developed new business and expanded client base through in-store interaction, suggestive selling, and sales support
- Supported senior team members with fulfilling orders, stocking, re-merchandising, price markdowns, and cross-selling.
- Developed strong rapport with customers and created positive impression of business.

### **CUSTOMER SERVICE REPRESENTATIVE**

*11/2020 to 05/2021*

#### **DIAL AMERICA | Akron, OH**

- Recruited to exclusively support U.S Bank and Norton Software customers with their inbound customer service or technical support needs
- Worked with banking customers to research and resolve discrepancies with debit card transactions, card errors and mobile banking applications
- Assisted Norton customers with enrolling new Antivirus & Anti-Malware Software and Norton LifeLock products (inbound calls).
- Managed approximately 30 incoming calls per day from customers

### **CERTIFICATIONS**

- UIUX Design - The University of Akron (2022)
- Google UX Design - RISE Scholarship Recipient (2024)

### **AFFILIATIONS**

- Society of Women Engineers (SWE) - Marketing Chair
- National Society of Black Engineers (NSBE)
- Increasing Diversity in Engineering Academics (IDEAS) Program - Employee
- Women In Engineering (WIE) - Social Media Marketing Chair