

Alvin Gerald Williams

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Professional Summary

A dynamic creative and technology enthusiast with over seven years of experience in the creative industry, Alvin Gerald Williams excels at translating ideas into captivating designs and is eager to tackle challenging opportunities that leverage his competencies, skills, education, and wealth of experience.

Skills

- Graphic Design
- Web Design & Development
- Editorial Design
- Adobe Creative Suite (Ai, Ps, In, De)
- Figma & Webflow
- Digital Marketing
- Design Team Management

Languages

- English
- French

Work Experience

Visual Designer / Web Designer / Web Developer

Jul 2017 – March 2024

Breathe Creative Studio · Accra, Ghana

- Demonstrated leadership as a Creative Director, overseeing the conceptualization and implementation of design concepts across all channels and mediums.
- Crafted diverse visual identities for clients, notably creating an iconic brand for the 2024 Adinkra International Arts & Crafts Show of the Ghana Exports Promotions Authority (GEPA) held in April 2024.
- Designed and built responsive, user-friendly websites spanning multiple sectors such as law, education, agriculture, and finance.
- Produced digital media communications for various organizations, including the Precious Minerals Marketing Company (PMMC), Ghana's national assayer.

Brands and Communications Officer

Jun 2017 - Sep 2018

Blu Telecommunications · Accra, Ghana

- Implemented the brand strategy for Blu Telecommunications by aligning company branding materials with the overarching strategy.
- Oversaw and supervised social media communications on behalf of the organization.

Client Service Executive

May 2015 - Sep 2018

Blu Telecommunications · Accra, Ghana

- Conducted staff training on 4G LTE device usage, focusing on promoting preventive maintenance practices.
- Provided technical assistance to clients via the company's contact centre and retail locations.
- Prepared and delivered monthly network performance reports to supervisors, highlighting areas for service enhancement.

Education

Business Administration, PGC

May 2024 – Present

York University · Keele Campus, North York, Ontario, Canada

- Business Fundamentals, Business Strategy, Business Communications
- Marketing Fundamentals, Project Management.

BFA Painting

Aug 2008 - May 2012

Kwame Nkrumah University of Science and Technology · Kumasi, Ghana

- Graduated with high distinction.
- Selected to participate in a joint project together with students from Kolding School of Design (Kolding, Denmark) on Art and Environment, in 2011.