



IMAAAN WILLIAMS

Senior Graphic Designer Animator & Motion Designer

MY STORY

Manchester based dynamic Senior Graphic Designer with 10+ years of experience crafting compelling visuals and driving brand impact. Skilled in leading end-to-end design projects, mentoring teams, and elevating brand identities across digital and print. Notable wins include creating iconic assets that significantly boosted engagement and sales. With a strong foundation in animation and a passion for storytelling, I deliver innovative, goal-focused design that connects with audiences and moves brands forward.

EDUCATION

**University Of Salford
Media CityUK
September 2011-2013**
MA Animation (2.1)

**Liverpool John
Moore's University
September 2007-2010**
Graphic Arts BA Hons
Degree (Animation) (2.2)

**Xaverian College
Manchester
September 2004-2007**
Foundation Art (Merit)
BTEC National Diploma Art
and Design (Double
Distinction)
Advanced Subsidiary
Graphic Design (B)
Advanced GCE Media
Studies (B)

SKILLS

- Graphic Design & Illustration
- Animation & Motion Graphics
- Video Editing (CapCut)
- AI Software (Runway / Meshy)
- Adobe Creative Suite
- Website Building (Wix & Figma)
- Branding & Content Creation
- Leadership & Management
- Public Speaking

CONTACT

Mobile: 07966574141
Email: marnisworld88@gmail.com
Website: www.marnisworld.com
Social: @marnisworld_designs

WORK EXPERIENCE

BioID Health (November 2025 - Present)

As Senior Graphic Designer at BioID Health, I create digital, social and web content, transforming complex health topics into engaging, accessible and relatable visual content. My role has a growing focus on video, motion and AI-generated content. I use CapCut and Opus to edit Reels, patient reviews and health-focused content, combining footage with B-roll, motion graphics, transitions and audio. I also use Runway to create custom imagery and video when suitable stock imagery isn't available. I have experimented with Meshy 3D modelling to create a digital clinician character with possible audio and lip-sync capabilities, offering an alternative to filming a real person. I enjoy using my creativity to make a difference helping people better understand their bodies and hormones.

EGO (August 2022 - November 2025)

As the Senior Graphic Designer, I led and oversaw all design projects, collaborating closely with web developers, CRM, and the marketing team to ensure assets were delivered on time. I designed graphics for social media, affiliates, campaign launches and events while managing and mentoring junior designers, reviewing their work and delegating tasks to maintain a high standard of quality and creativity. This role strengthened my expertise in layout techniques, visual storytelling, campaign design and brand consistency.

Missy Empire (October 2017 - August 2022)

As a Mid-weight Graphic Designer, I shaped the brand's visual identity across social media, emails, OOH advertising, website content and campaign events. I created impactful marketing assets and website visuals that boosted user engagement while maintaining brand consistency. One of my proudest achievements was designing the iconic Missy Empire taxis, an eye-catching branding feature seen nationwide that contributed to increased brand visibility and sales.

My Gifts Trade (June 2013 - October 2017)

As a Junior Graphic Designer, I managed projects from concept to production, creating and working with licensed prints across textiles, stationery and ceramics. I designed marketing materials, managed social media to boost engagement and led trade show setups, providing large-scale displays and organising promotional materials for Birmingham NEC, Top Drawer and Harrogate Home & Gift.

Template Cloud (September 2010 - October 2011)

As a Junior Mac Operator, I designed customisable marketing templates, including business cards, flyers and invitations, for businesses to purchase and edit.

FREELANCE

Mar PR Social (January 2025 - April 2025)

Commissioned to create a range of logo concepts for a PR-represented swimwear brand. The client requested a Moroccan-inspired theme. The final design blended intricate typography with the brand's bold, sun-soaked identity and was featured throughout their campaign visuals.

Akenluxe (October 2024 - December 2024)

My client needed bold, eye-catching promotional materials for their new African fashion brand. I designed luxury boxes, tissue paper, and stickers, each crafted to reflect their unique style and vision.

Savvy Guest Limited (March 2016 - April 2016)

This project was a double win! I was commissioned to create flyers for the '12 Years an Entrepreneur' event and was invited as a guest speaker. The event focused on empowering young women in business. I loved sharing my design industry experiences to over 100 guests, gaining valuable public speaking confidence.

The Hair Sanctuary (February 2016 - March 2016)

Led the creative direction for a new hair salon's launch, developing a unique, vintage-inspired brand identity. I designed a hand-illustrated logo and applied it across key materials including flyers, posters, appointment cards, and storefront signage, ensuring a cohesive and memorable brand presence.

BBC (November 2013 - December 2013)

Hired as a Storyboard Artist by the Innovations team to illustrate a story that explains Sonification. I designed a fun and engaging set of characters to guide the young audience through the concept in a memorable way. This was briefly showcased on the BBC Bitesize website.

Old Trafford Newspaper (October 2013 - December 2013)

I was headhunted to create a fun cartoon strip for Old Trafford Magazine, addressing the area's growing rubbish problem. I created a fun and engaging illustrated story named 'The Adventures of Vernon Vermin' featuring a cheeky rat thriving on the surrounding rubbish, it became a hit running for months! This also led to a Guardian Online interview and a feature in a BBC Learning Zone documentary.