



IMAAAN WILLIAMS

Senior Graphic Designer Animator & Motion Designer

MY STORY

Manchester-based Senior Multidisciplinary Designer with over 10 years of experience creating engaging visual content across graphic design, branding, animation, motion and video. Skilled in taking projects from concept through to final delivery, with experience leading design projects, developing brand identities and creating content across digital and social. More recently, I've expanded my skills into video editing and AI-assisted content creation, combining strong design foundations with new creative technologies.

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

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WORK EXPERIENCE

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.

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.

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.