



IMAAAN WILLIAMS

Senior Graphic Designer
Illustrator & Animator

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

Wix & Figma
Adobe Creative Suite
After Effects & Adobe Express
Graphic Design & Illustration
Animation & Motion Graphics
Branding & Content Creation
Leadership & Management
Public Speaking

CONTACT

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WORK EXPERIENCE

EGO (August 2022 - To Current)

As the Senior Graphic Designer, I lead and oversee all design projects, collaborating closely with web developers, CRM, and the marketing team to ensure assets are delivered on time. I design 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 has further strengthened my expertise in graphic design, refining my skills in layout techniques, visual storytelling, and brand consistency.

Missy Empire (Oct 2017 - August 2022)

As a Mid-weight Graphic Designer, I shaped the brand's visual identity across social media, emails, OOH advertising, 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 a significant increase in 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 organizing goodie bags for Birmingham NEC, Top Drawer, and Harrogate Home & Gift.

Template Cloud (September 2010 - October 2011)

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