

Bret Williams

Marketing, Arts Technology, & Graphic Design

Senior Graphic Designer and Marketing Technologist with 20+ years of experience in creative design, web development, SEO, coding, VR/AR, Unity game development, spectral image processing, and visual data documentation. Expert in Adobe Creative Cloud, UAV imaging, and cross-platform branding with a focus on blending technology and design innovation.

Education:

Illinois State University - Normal
Masters in Arts & Technology
June 2020

The Illinois Institute of Art - Schaumburg
Bachelor of Fine Arts in Graphic Design
March 2009

Heartland Community College
Associate in Arts Degree
June 2006

Experience:

DAGER Technology. Sterling, Virginia
Senior Graphic: December 2021 - Current
- Assessment report layout and design
- Website management and video editor
- Onsite photographer and drone operator

Jasper's Java. Bloomington, Illinois
Owner: January 2022 - Current
- Marketing manager
- Social media manager
- Brand manager & drone operator

Mennonite College of Nursing at Illinois State University. Normal, Illinois
Social Media Marketing Coordinator: June 2018 - June 2020
- Manage social media platforms
- Marketing strategist
- Photographer and video editor

Freelance Experience:

Bloomington Library Summer Reading campaign: April 2020 - May 2021
Agrios Global Holdings Ltd - Spectral image analysis: May 2019
Okerberg & Associates - Web design, advertisement: January 2018
Bee Chosen - Billboard advertisement: October 2017 - November 2018
DevWork Designs - Owner: June 2015 - current
Dynamite Ag - Client logo, award design: November 2017 - April 2020
Calfi Designs - Client logo illustrator: May 2010
Brandt Consolidated - Magazine advertisement illustrator: April 2010
Brammo Motorsports - Packaging design: March 2009
Twin City Astronomers - Client logo illustrator: April 2006

Memberships:

American Institute of Graphic Arts (AIGA),
The Academy of Aeronautics (AMA),
Visual Voltage (Student Group of AIGA),
The Society of Typographical Arts

Route 66 Fellowship Program at Illinois State University. Normal, Illinois
Design / UIUX / Navigation & Mapping: January 2018 - January 2020
- Route navigation & map editing
- UIUX functionality
- Graphic design

Horizon Hobby. Champaign, Illinois
Senior Graphic Designer: March 2015 - May 2017
- Packaging and branding style guide template design
- Website, Facebook, flyer, and magazine design
- Drone / UAV design and technical knowledge

Limelite Graphics. Carlock, Illinois
Marketing Design: June 2018 - August 2019
- Graphic design
- Screen printing

Volunteer work:

Illinois local animal shelter Pet of the Month campaign: October 2023 - Current
Bloomington Library Summer Reading Program: April 2020 - July 2022
Illinois State University Arts Technology Gaming Expo: October 2020
UAV farm surveying and management: April 2015 - October 2020
Franklin Farms invasive species removal program: May 2008 - August 2013
Bolingbrook Promenade Mall environmental sculpture: March 2005
Heartland Community College Microsoft software showcase: February 2003

Awards:

Pantagraph's best local business and coffee shop: Sept 2024 - Sept 2025
Illinois State University's First Place Research Imagery Award: April 2020
Illinois State University's Most Innovative Social Media Award: April 2019
Area Vocational Graphic Design Awards: March 2003
Student Technology Award: February 2003

Certifications:

FAA Part 107 Remote Pilot Certificate: March 2015-current

Design Applications:

Adobe Illustrator
Adobe Photoshop
Adobe Firefly
Adobe Express
Adobe Media Encoder
Adobe InDesign
Adobe Premiere Pro
Adobe Premiere Rush
Adobe XD
Adobe After Effects
Figma
Procreate
Autodesk SketchBook
Adobe Audition
Adobe Final Cut
Zeplin
Camera Raw
Sketchbook
MAPIR Survey Cameras
Lightroom
Adobe Fresco
CorelDraw
SketchUp

Web Applications:

Adobe Dreamweaver
HTML5
CSS
SEO
Social Media Marketing
Social Media Analytics
Google Analytics
Google Search Console
Yoast
WordPress
Web Hosting
Buffer
Squarespace
Wix
Canva
Elementor
Screamingfrog
SEMrush

Animation Applications:

Adobe Character Animator
Adobe Animate
Adobe Fuse CC
Mixamo
Blender
Clone 7
TouchDesign
Microsoft 3D Builder
Skanect
3D Scan
Motion Capture
MixCast VR Streaming
LIV VR AR Streaming
pi3Dscan
Meshroom 3d
Structure Core / Sensor
Maya
3ds Max

Programming Tools:

PC, iOS, and Linux
QNAP Storage Management
SSH
Arduino
Docker Container Build
Media Transcoding
Microsoft Kinect SDK
Processing 3
p5.js
Atom
Max MSP
Visual Studio
Unity C#
Adafruit
OpenNI
Javascript
QGIS & GIS
Mapbox / TiltMill
Resolume
Autonomous Flight Pro
MAPIR Camera Control
Drone Mission Planner
Ground Station
Microsoft ICE
Spout

Traditional Skills:

Digital Illustration
Layout Design
Creative Writing
Storyboarding
Critical Thinking
Accessibility Testing
Persona Testing
UIUX Development
Drawing & Painting
Photography
Sculpting
Marker Rendering
Ceramics
Etching
Video Editing
Game Development
Mind Mapping
Prototyping
Mural Painting
Branding
Tobii Eye Tracking
Thermal Spectral Imaging
Design & Systems Thinking

Managment Tools:

ChatGPT
Google AI Studio
Google Gemini
Microsoft 365
Microsoft Teams
Microsoft Copilot
SharePoint
Monday.com
Slack
Costpoint
Projectplace
Solution Reach
Nexus EHR
Weave
Sendinblue
Quickbooks
Trello
Demandforce