

Bret Williams

Marketing, Arts Technology, & Graphic Design

Senior Graphic Designer and Marketing Technologist 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

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

Heartland Community College
Associate in Arts Degree

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

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

Freelance Experience:

Bloomington Library Summer Reading campaign
Agrios Global Holdings Ltd - Spectral image analysis
Okerberg & Associates - Web design, advertisement
Bee Chosen - Billboard advertisement
DevWork Designs - Owner
Dynamite Ag - Client logo, award design
Calfi Designs - Client logo illustrator
Brandt Consolidated - Magazine advertisement illustrator
Brammo Motorsports - Packaging design
Twin City Astronomers - Client logo illustrator

Volunteer work:

Illinois local animal shelter Pet of the Month campaign
Bloomington Library Summer Reading Program
Illinois State University Arts Technology Gaming Expo
UAV farm surveying and management
Franklin Farms invasive species removal program
Bolingbrook Promenade Mall environmental sculpture
Heartland Community College Microsoft software showcase

Awards:

Pantagraph's best local business and coffee shop
Illinois State University's First Place Research Imagery Award
Illinois State University's Most Innovative Social Media Award
Area Vocational Graphic Design Award
Student Technology Award

Certifications:

FAA Part 107 Remote Pilot Certificate

Memberships:

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

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 / TillMill
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

Management 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