



Ricky Williamson

Art Director/Graphic Designer

COVER

Dear Creative Team

Let me start by stating, I absolutely love what I do.

The entire creative process energizes me daily. Whether it's designing a social media ad, crafting a new logo, or developing a creative marketing campaign, I am genuinely passionate about it.

It is my observation that the best creatives not only inspire but also absorb new ideas from those around them.

This creates a synergistic environment where the most exciting creative processes can produce limitless solutions.

I've been privileged to work alongside some amazing mentors who have shaped my creative Journey. These experiences have opened doors to collaborate with some of the world's largest companies, including Coca-Cola, Texaco, Splenda, Adidas, Nabisco, Jell-o, and many others.

Throughout my career, it has been my experience that building a cohesive, collaborative team yields the most impact. I am not just about leading; I am about cultivating an environment where ideas thrive and creativity knows no bounds.

I'm excited about the opportunity to collaborate with your team and ignite a synergy that will not only meet but exceed all expectations!



CONTACT

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SKILLS



Design
Adobe Suite
Google Slides
Canva & AI



Creative
Marketing
Campaigns
Experientials



Management
Spreadsheets
Presentations

LANGUAGES

English
Spanish
Portuguese

Interesting Fact

I am the owner of RixDesignStudio, a name I established in 2009 as a DBA to take on contract work and expand my creative reach. Since its inception, RixDesignStudio has been my platform for supplementing my family's income while allowing me to explore diverse design opportunities.

Over the years, I have experienced everything an owner of a small design studio encounters, from managing client relationships to navigating the complexities of project time lines and budgets. In addition, I have learned many facets of the print industry by taking on projects such as package design, trade show booth design, apparel design, and large format printing. This hands-on experience allowed me to fully understand the technicalities of print production, ensuring that my designs were not only visually compelling but also easily produced. I look forward to bringing my expertise to your team and collaborating on impactful, creative, and successful projects.

Experience

RESUME

2018-Pres RixDesignStudio-Owner/Art Director

Meeting with clients about all creative needs, maintaining client relationships. Creating all concepts, design, production and final art for print.

2016-2018 Alexander's Print Advantage-Creative Director

Meeting with clients about all creative needs, maintaining client relationships. Creating all concepts, design, production and final art for print, web, and media for outside as well as internal marketing. Developing marketing collateral for all clients.

2014-2016 Hue Media-Creative Director

Acquiring clients, maintaining client relationships. Creating all concepts, design, production and final art for print, web, and media. Developing Brand Identity and Brand standards for all clients.

2013-2014 Prodigy Promos - Marketing Director/Designer

Identity, branding, and all marketing materials and campaigns.

2009-2013 RixDesignStudio - Creative Director

Acquiring clients, maintaining client relationships. Creating all concepts, design, production and final art for print and web. Managing communication of client expectations to freelancers of brand standards and project goals. Organization of all traffic management.

2008-2009 Market Vision - Art Director (Hispanic Agency)

Art Direction, Design and production for following brands: Coca-Cola, Dasani, Splenda, Jell-O, and Nabisco Brands.

2004-2008 NuPrints - Creative Director (Promotional Apparel Company)

All in-house promotional and marketing materials for print and web.
Managed Design, Illustration & Art Staff
Organization of all design jobs and art production
Research & Development

1999-2004 Lone Star Special Tees - Art Director

Managing creative staff
Developing all new procedures for creative team
All in-house promotional and marketing materials for print and web
Research & Development for all new design techniques
Developing new seasonal lines of athletic wear and souvenir apparel for all clients. Overseeing all final printed products for accuracy, quality & printing.

1997-1999 KJS Advertising-Graphic Designer (Hispanic Agency)

Graphic design for all accounts, preparing all ads for publications, billboards & promotional collateral for national and international Hispanic Brands of: Budweiser, Texaco, Dr. Pepper, Columbia Healthcare, and Time-Warner.

1996-1997 Clear Channel Prime Time Publications - Graphic Designer

Designing, illustrating and preparing all ads for newspapers and magazines, illustration of any graphics or cartoons needed, layout of publication covers, making all pages press ready for final print.

Education

Palo Alto College-San Antonio, TX
BYU, Idaho
University of Texas, in San Antonio, TX



Awards

AWARDS

1998-ADDY

Best Educational Campaign - Hispanic
Budweiser Hispanic Leader Scholarship
KJS Advertising

1999-ADDY

Best Magazine Ad Campaign - Hispanic
Columbia Healthcare Network
KJS Advertising

2001-2002-FIESTA SAN ANTONIO ORG.
Best Poster Design Representing FIESTA 2002

2002-TFEA AWARDS

Fiesta San Antonio Promo Campaign
Best Event Poster Design
Best Promotional Swag for Large Event

2003-TFEA AWARDS

Taste of New Orleans Jazz Festival
Best Shirt & Swag Design for Large Event

2004-TFEA AWARDS

San Antonio Stock show & Rodeo
Best Shirt & Swag Design for Large Event

2005-TEFA AWARDS

LaCoste Festival (Renaissance Theme)
Best Illustration Small Events

2006-TEFA AWARDS

LaCoste Festival (Egyptian Theme)
Best Illustration Small Event

2009-ADDY

Coca-Cola Be Campaign
Best Retail Campaign

2009-ADDY

Dasani Mother's Day Salon Campaign
Best Retail Regional Campaign

2010-WIX TOP TEN CREATIVE SITES

RixDesignStudio-www.rixds.com
Small Graphic Studio

2016-2017 PAI NATIONAL AWARDS

PAI Best in Show
PAI Best Promotional Marketing Kit
PAI Best Poster Series
PAI Best Design Large Format
PAI Best Innovative Company Annual Design
PAI Best Overall Show Award

2017-2018 PAI INTERNATIONAL AWARDS

PAI Best in Show
PAI Best Kit for Annual Report
PAI Best Poster Series
Benjamin Franklyn-Best Marketing Kit
Benjamin Franklyn-Best Large Format Sign

2021-2022-FIESTA SAN ANTONIO ORG.

Best Poster Design Representing
FIESTA San Antonio 2022

2022-TFEA AWARDS

Fiesta San Antonio Promo Campaign
Best Event Poster Design
Best Promotional Swag for Large Event



Examples

DESIGN

WHAT IS FULLCAST?
Unlocking **Revenue Potential** with **Fullcast's Revolutionary RevOps Platform**

Fullcast stands at the forefront of Revenue Operations (RevOps), offering an end-to-end platform designed to empower companies in maximizing, optimizing, and improving their revenue-generating teams. Unlike traditional solutions, Fullcast is a RevOps platform that seamlessly integrates with Salesforce, ensuring real-time alignment of go-to-market (GTM) strategies with dynamic market changes.



fullcast
With Fullcast, You Can:

- Improve Productivity**
Create territories swiftly, preventing revenue loss during the waiting period for territory assignments. The platform's efficiency ensures territories are designed in days, not months.
- Optimize Revenue**
Fullcast enables precise territory management based on products, regions, and industries. Companies can optimize revenue and territory sales, leading to enhanced retention of sales representatives.
- Increase Revenue**
Utilize Copilot for RevOps®, an AI-powered tool providing actionable insights and recommendations, boosting revenue and sales productivity.

Why settle for a one man show, when you could have the

fullcast



With **fullcast** your company gets the entire show...and the standing ovation.


fullcast
Design - Copy - Web Development - Social Content

tava We help build the bridges over the pain points of owning your own HOME practice.




- 1 Referral Network**
We can provide you with clients EAP, insurance or cash pay.
- 2 EHR Tools**
Billing services that automate your admin work.
- 3 Credentialing Services**
Helps to work with insurances.
- 4 Clinical Support**
Join a community of therapists that support each other.

Patient Focused.
Precise Results.
Early Cancer Detection.



PRECISION EPIGENOMICS

with the blue cover flap bound over the front and back panels



8 in

4 in Cover Flap

Silver Foil

4 in Cover Flap

8 in

8 in

4" Flap folded and bound over front and back panels

BYU MARRIOTT SCHOOL OF BUSINESS

School of Accountancy

EXPERIENCE

BYU Marriott School of Business

2023 ANNUAL REPORT

White Print with Spot UV Varnish

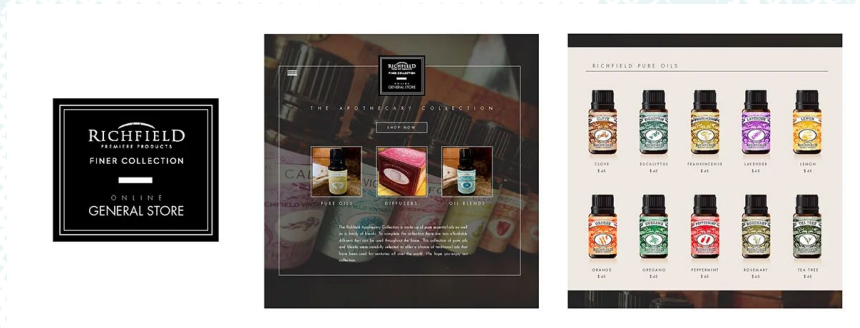
Lazer Cut Lettering front panel print shows through cutout

Silver Foil

White Print with Spot UV Varnish

Examples

DESIGN



Examples

DESIGN

