



Will Royston  
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## Professional Summary

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### Freelance Designer

January 2012 - Present

*Royston Graphics (www.roystongraphics.com) | Denver, CO*

Customized websites, website re-designs, e-commerce websites, logos, package design, brochures, business cards, pamphlets, pre-press design templates, T-shirt designs, web/print-based graphics and advertising banners, corporate brand identity transformations, print/email campaigns, typographic design, motion graphics, presentation design, poster design, trade show banners, and various print/digital signage.

### Multimedia Marketing Specialist

September 2014 - March 2017

*Workplace ELEMENTS (www.workplaceELEMENTS.com) | Denver, CO*

- Accountable for fulfilling all design directives that enabled business development and account executives to attain new clientele and secure business through RFP Proposal packages, both print and digital.
- Website design, management and troubleshooting, creation of custom graphic applications including presentations, book layout, postcards and flyers, blogs, white papers, case studies, vehicle wraps and digital showroom signage.
- Managed company social media platforms, data gathering and analytics reports, email marketing campaigns, event coordination and management, conducting positive and professional relationships with outside resource partners, and various other projects relating to strategic marketing.

### Key Milestones

- Through various marketing campaign efforts, assisted in achieving an approximate 90% increase in attendance from the previous year for NeoCan't, one of Denver's premier office furniture trade show events hosted by ELEMENTS.
- Implemented a social media marketing strategy that resulted in a 25% increase of the company's LinkedIn following over the last fiscal year.
- Successfully implemented customized RFP/RFI responses, utilizing layout and graphic/web standards for upwards of 80-100 clients, both local and national, including names like Western Union, Wells Fargo, Vail Resorts, Sunrun, Arrow Electronics, DaVita, Children's Hospital, SCL Health, UCHealth, and many more.

### Web Designer

January 2014 - September 2014

*Spotzer Media Group (www.spotzer.com) | Denver, CO*

- Responsible for creating, customizing, and troubleshooting websites using their proprietary content management system, as well as implementing graphics in a fast-paced environment for small businesses across the United States and Canada.
- Took on leadership role training new employees, reviewing projects for quality control, and providing valuable advice and revisions for improvements towards a successful final result.

## Core Competencies

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### Web Knowledge

- HTML / HTML5
- CSS / CSS3
- JavaScript
- jQuery
- PHP
- Bootstrap
- WordPress
- UX / UI

### Creative Skills

- Digital Advertising
- Email Marketing
- Brand Identity
- Logo Design
- Layout Design
- Photography
- Photo Editing
- Typographic Design
- Motion Graphics

### Program Knowledge

- Photoshop
- Illustrator
- InDesign
- Dreamweaver
- After Effects
- Microsoft Office
- Sketch / InVision
- OmniGraffle
- Litmus

## Professional Achievements

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### Lenovo™ “Orion 2020” Freelance Logo Design Contest Winner

June 2017

Designed the winning logo for the next generation line of Lenovo™ Server Products

## Educational Summary

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### Bachelor of Arts

The Art Institute of Colorado | Denver, CO  
Web Design and Interactive Media

### Associate of Applied Science

The Art Institute of Colorado | Denver, CO  
Graphic Design – Cum Laude

