



## Professional Summary

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### Senior Multimedia Designer

June 2018 - Present

*Stortz Design, Inc. (www.stortzdesign.com) | Lakewood, CO*

- Web Design/Development - Responsible for all things web-related - Wireframing/prototyping; Managing/ updating existing client websites across multiple CMS platforms, Developing custom responsive websites for new clients; Tech support; Web consultant
- Graphic Design - Brand Development/management; Logo creation; Print and digital asset creation
- Multimedia Design - Video editing; e-Greetings; Promotional animation, email design/development
- Project management; Management of outside resource partners; Client relations

### Multimedia Designer (Freelance)

August 2020 - Present

*National Corporate Housing (www.nationalcorporatehousing.com) | Denver, CO*

- Develop concepts, designs, and innovative ideas for digital, video, presentation and print deliverables
- Develop creative content for social media
- Collaborate with sales/ops teams to develop impactful digital content that integrates brand
- Envision, propose, and create impactful visuals for the corporate website
- Photo and video editing

### Frontend Developer / Visual Designer (Contract)

November 2017 - May 2018

*Summit Materials (www.summit-materials.com) | Denver, CO*

- Developed cross-browser/mobile device-friendly corporate website using HTML5 Bootstrap, JavaScript, jQuery, CSS and CSS3 Animations
- Created internal HTML e-mail blasts for future employee training events and announcements
- Designed and created Logos/branding for future internal digital platforms
- Created custom graphics/visuals supporting digital team presentations and internal announcements

### Self-Employed - Freelance Designer

March 2017 - November 2017

### Multimedia Marketing Specialist

September 2014 - March 2017

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

- Fulfilled all design directives that enabled business development and account executives to attain new clientele and secure business through RFPs, both print and digital.
- Designed, managed and troubleshoot company website. Created 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 (2017), 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 2017 fiscal year.
- Successfully implemented customized RFP/RFI responses, using layout and graphic/web standards for up to 100 clients, both local and national, including names like Western Union, Wells Fargo, Vail Resorts, Sunrun, Arrow Electronics, DaVita, Children's Hospital, SCL Health, UCHHealth, and many more.

## Web Designer

January 2014 - September 2014

Spotzer Media Group ([www.spotzer.com](http://www.spotzer.com)) | Denver, CO

- Led a team of designers and trained new employees, provided design direction, reviewed projects for quality control and requested revisions to enhance final result for successful client delivery.
- Created, customized, and troubleshot websites using proprietary content management system, as well as implemented various graphics in a fast-paced environment for small businesses across the United States, and Canada.

## 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 / Typography
- Photography
- Video Editing
- Motion Graphics

### Program Knowledge

- Photoshop
- Illustrator
- InDesign
- Dreamweaver
- After Effects
- Premier Pro
- Microsoft Office
- Sketch / InVision / Figma / Xd

## 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

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

### Associate of Applied Science

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



**WILL ROYSTON**  
DESIGNER | CREATOR | PROBLEM SOLVER