

# jocelyn joy williams

jocelynjoy.jw@gmail.com



## skills

### ROLES

Set Design  
Creative Direction  
Production Design  
Experiential Design  
Merchandising & Styling

### TECHNICAL

Adobe Suite CC  
(Ps, Ill, InD)  
Sketch Up  
Podium  
Google Suite

### EXPERTISE

Live Events  
Live Music  
Art & Props Department  
Retail

## clients (brief)

### NETWORK + TECH

Roc Nation  
Disney  
Illumination Entertainment  
Parkwood Entertainment  
BET  
Billboard  
Google  
HBO  
YouTube  
Essence Magazine  
Marvel  
Amazon  
Wave Sports & Entertainment

### APPAREL + SPORT

Ivy Park X Adidas  
YSL  
Pyer Moss  
National Football League  
Major League Baseball  
H&M  
Jordan  
Nike  
Undeafated

### FOOD + BEVERAGE

Budweiser  
Coca-Cola  
Heineken  
Remy Martin

### COMMUNITY

Charlize Theron Association  
CultureCon

## education

### UNIVERSITY OF CINCINNATI, DAAP

BS in Interior Design

## experience

### FREELANCE

#### SET DESIGN + SPATIAL LEAD

02.2019 -

- Manage creative logistics project to project for specialty retail, festivals, and brand events
- Assemble pitch and recap decks to showcase project social media metrics, influencer engagement, and collaboration opportunities

### TEAM EPIPHANY

#### SENIOR EXPERIENTIAL DESIGNER

06.2017 - 01.2020

- Developed and translated experiential concepts for a variety of activations, retail takeovers, and large-scale brand experiences
- Created compelling renderings for client pitching and approval via sketches, 2D spatial mock-ups, and 3D models
- Supervised the agency's experiential department consisting of up to 15 employees at any given time
- Managed design team expectations according to requests and work-backs schedules from briefing to completion
- Collaborated with fabrication, large scale print vendors, and "staging AV" vendors from briefing to execution
- Including but not limited to truss placement, stadium flooring systems, lighting schemes, and large scale media
- Conducted site surveys in observance of American Disabilities Act (ADA), occupancy, clearances, egress, site lines, circulation paths, etc.
- Client facing for brands such as HBO, Nike, Budweiser, Coca-Cola

### AMY YOUNGBLOOD INTERIORS

#### JR. DESIGNER

10.2015 - 01.2016

- Created Fixture Plans for residential and commercial projects
- Visual communication to conceptualize, create, and apply compelling, resourceful, and well executed visual environments for seasonal showroom window displays
- Provided schematic planning by producing spatial sketches, moodboard concepts, and material specification
- Chaired exploration of emerging hospital design concepts for local women's health care facility

### MKG

#### EXPERIENTIAL

05.2015 - 05.2016

- Curated brand pop-ups and festival sponsorship activations
- Produced pre-visualization and 3D visual assets as needed
- Managed print mechanicals for large to small format event branding
- Created construction documents for custom product displays
- Installation and set styling
- Client facing for brands such as Delta Air Lines and Google

### CHICOS FAS

#### CO-OPERATIVE RETAIL DESIGN INTERN

08.2014 - 03.2015

- Launched international + domestic design concepts for White House Black Market; resulting in their Tier A Resort Design Package
- Delivered As Build drawings for Soma roll-outs and refreshes
- Responsible for POS Fixture ideation and rendering, in collaboration with Visual Merchandising Manager
- Curated White House|Black Market interior finish palette development

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## clients

### **ESSENCE MAGAZINE**

- NYFW, Fashion House 2024
- NYFW, Fashion House 2023
- Best in Black Fashion Awards 2023

### **HBO**

- Insecure Block Party, Inglewood, LA
- Insecure Fest, Los Angeles Football Club Stadium
- Muhammad Ali "What's My Name" Pop Up
- Native Son Premiere, Guggenheim Rotunda + Theater
- 2 Dope Queens Tour
- 2018 Sundance Film Festival

### **NIKE**

- Yard-runners 2023 National Campaign
- Nike Air Max 90 Undeclared Launch Party
- Jordan 720 Launch, 2019 ENVSF Festival
- Bandier Nike Joyride Launch, Soho Window Display
- 2018 Kyrie Irving Invitational, Barclays Center
- Converse x Chinatown Market Pop Up Shop, 2018 New York Fashion Week

### **COCA-COLA**

- 2018 + 2019 Essence Festival,  
Full suite of presenting sponsor activations:  
// 16,900 sq. ft. Convention Center Footprint  
// NOLA Stadium Sponsor Moment  
// Cheers to Her Brunch

### **BET**

- 2019 BET+ HBCU Homecoming Tour, Shipping Container
- 2019 Curlfest
- Death Row Chronicles Launch Party, Welcome to Death Row
- Mancave, All Star Weekend Premiere Party + Workshop
- House of BET, 2019 Essence Festival Activation
- House of BET, 2018 Super Bowl Activation
- 2018 Black Girls Rock, Media Roll Out Commercial Set Design
- 2017 Soul Train Awards

### **BUDWEISER USA**

- 2019 Afropunk Atlanta, Budweiser Studios with Shaniqwa Jarvis, Sponsor Activation
- 2019 ComplexCon LA, Whassup Experience by Bud featuring Procell, Sponsor Activation

### **CHARLIZE THERON**

- Charlize Theron Association OP Gala, Africa Center, NY

### **BILLBOARD MUSIC**

- 2019 R&B And Hip Hop, Summit & Power Players Event