

jocelyn williams

jocelynjoy.jw@gmail



skills

CREATIVE

Art Direction
Branding
Experiential Design
Graphic Design
Merchandising & Styling

TECHNICAL

Adobe Suite CC
(Ps, Ill, InD)
Sketchup
Podium
Google Suite

EXPERTISE

Events
Retail
Set design

clients (brief)

NETWORK + TECH

BET
Billboard
Google
HBO
JBL
Lyft
Youtube
Wells Fargo

APPAREL + SPORT

Converse
Chinatown Market
Jordan
Major League Baseball
Nike
Reebok
SAXX
Undeafated

FOOD + BEVERAGE

Budwesier
Coca-Cola
Heineken
Remy Martin

COMMUNITY

Charlize Theron Association
City of Newark New Jersey
Ovarian Cancer Research (OCRF)

education

UNIVERSITY OF CINCINNATI // DAAP

BS in Interior Design

experience

FREELANCE

CREATIVE CONSULTANT + ART DIRECTOR

02.2019 -

- Manage creative logistics project to project for speciality 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 workbacks 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

HBO

- 2019 CultureCon
- 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 Queen Tour
- 2019 Warner Media Pop-Up
- 2018 Sundance Residency

NIKE

- Nike Air Max 90 Undefeated Launch Party
- Jordan 720 Launch, 2019 ENVSN 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

GOOGLE

- 2019 Coachella X Lyft Activation at Moschino After Party
- 2015 SXSW Google Fi Promo

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

REEBOK

- Sport The Unexpected Campaign Launch + Gallery, New Museum, NY