

WILLIAM CHARLEY

Graphic Designer

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BIO

Graphic designer with a foundation in photography, art direction, and brand identity. Experienced in creating social media content, directing photo shoots, and developing visual narratives that drive engagement. Passionate about collaborative, strategy-driven design that bridges creative vision with business objectives.

SKILLS

Design Tools:

Adobe Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro, Figma

Photography:

Studio and on-location lighting, editorial and product photography, photo editing and retouching

Design:

Brand identity, visual storytelling, social media content creation, art direction, layout and typography

Web:

HTML, CSS, Claude Code

CERTIFICATIONS

- Introduction to HTML5
- Introduction to Programming Using HTML and CSS
- edX Verified Certificate for CSS Basics

WORK EXPERIENCE

Creative Specialist | Nectr Social Seattle, WA | Jun 2023 - Apr 2024

- Produced social media content across platforms, contributing to measurable increases in client engagement
- Developed monthly shot lists and directed photo shoots aligned with client brand guidelines
- Built short-form video content (Reels) and researched trending formats to strengthen clients' social presence
- Managed end-to-end content workflows using Lightroom, Photoshop, Premiere Pro, and CapCut

Creative Lead | LIKELIHOOD Seattle Seattle, WA | Jun 2021 - May 2023

- Led creative direction for the brand, overseeing visual identity and content output
- Directed photography and design projects from concept through final delivery
- Collaborated with team members to develop cohesive visual campaigns

Photographer | Eco-Chic Consignments Phoenix, AZ | Mar 2017 - Jun 2019

- Photographed consignment inventory for web and in-store marketing across three retail locations
- Maintained consistent visual standards and efficient production workflows for high-volume product shoots

ADDITIONAL EXPERIENCE

Office & Recruiting Coordinator
TERRA Staffing Group, Kirkland, WA (Feb - Sep 2021)

Administrative Assistant & Merchandise Specialist
Nordstrom, Seattle, WA (Jun 2019 - Dec 2020)

EDUCATION

Associate of Applied Science: Graphic Design, 2026
Seattle Central College (SCCA) | June 2026