

Avis Williams

UX / UI / Digital Product Creator /

Graphic Design Portfolio

Hello !! Welcome

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ABOUT

UX / UI MOBILE APP DESIGN

UX / UI WEBSITE DESIGN

TYPOGRAPHY APPAREL DESIGN

LOGO DESIGN

BOOK COVER & LAYOUT DESIGN

About.

MY PROFILE

Hi there! My name is Avis Williams and I'm a Digital Product Creator, / UX / UI Designer and Graphic Designer. I love creating products that can help to improve user's lives and make a social impact.

I have experience in starting multiple projects from concept to delivery. My latest project is Wellness Printables, I designed journaling tools such as workbooks, printable planners and digital planners, to help people manage and keep track of their self-care and wellbeing.

I also studied counselling and psychotherapy for 2 years, which helped me become self-aware and understand people a little better.

I'm a creative problem solver with a unique skill-set that spans various disciplines from graphic design, eCommerce, and digital marketing to UI/UX design to front-end development (HTML/CSS).

My goal is to work on projects that have a positive impact on society and the environment. I strive to work with individuals from different backgrounds and life experiences because I genuinely believe that we can make a profound difference together



AVIS J. WILLIAMS
UX / UI / DIGITAL PRODUCT CREATOR
& GRAPHIC DESIGNER

Email: info@startbuildlaunch.com

Twitter: <https://twitter.com/avisjwilliams>

Linkedin: <https://www.linkedin.com/in/aviswilliams/>

Website: <https://www.startbuildlaunch.com/>

EXPERIENCE

Green Collab (Startup)

London, United Kingdom

Ux / UI Designer & Co-Founder

May 2022 - Present

- Design from conception to delivery, a mobile app and website that helps local communities improve the environment in their area.
- Conducted UX research, designed low and high-fidelity mockups, clickable prototypes, and iterate on designs.

Digital Product Creator

Remote

Nov 2016 - Present

- Designed mobile apps, landing pages, eBooks, digital planners, web templates and digital assets for print projects.
- Designed and delivered low and high-fidelity mockups and clickable prototypes optimised for desktop and mobile devices.
- Made over \$89311.35 in sales for Amazon, selling merchandise.
- Contribute to promotional material and marketing, including blog banners and creating brand assets and logos.

Content Creator & Marketer

Remote

Nov 2010 - Present

- Write SEO optimised articles on Medium and WordPress blogs.
- Design banners and marketing materials for various projects.
- Promoted content and products using social media to increase leads and sales. built a social media following of over 20,000.

Vivid Lime Digital Agency

London, United Kingdom

Seo Executive

Aug 2010 - Nov 2010

- Optimized websites to improve content delivery, increased unique visitor count by 1000 visitors per month.
- Designed landing pages, and tracked and analyzed web traffic activity.

EDUCATION

Google UX Design Professional Certificate

Grow With Google

Mar 2022 - Jun 2022, Remote

BTEC Graphic Design

Kensington & Chelsea College

Sep 2006 – 2007, London

BSc Information Systems

University of West London

Jul 2002 – 2005, London

MY SKILL

Interaction Design

Prototyping

Wireframing

User Flows

Useability Testing

Basic Copywriting

Graphic Design

Search Engine Optimization

Content Marketing

Problem Solving

Figma

Photoshop

Affinity Suite

Basic HTML/CSS

WordPress

Microsoft Suite

UX / UI Mobile App Design

PROJECT NAME

Client : Euphoric Mobile App

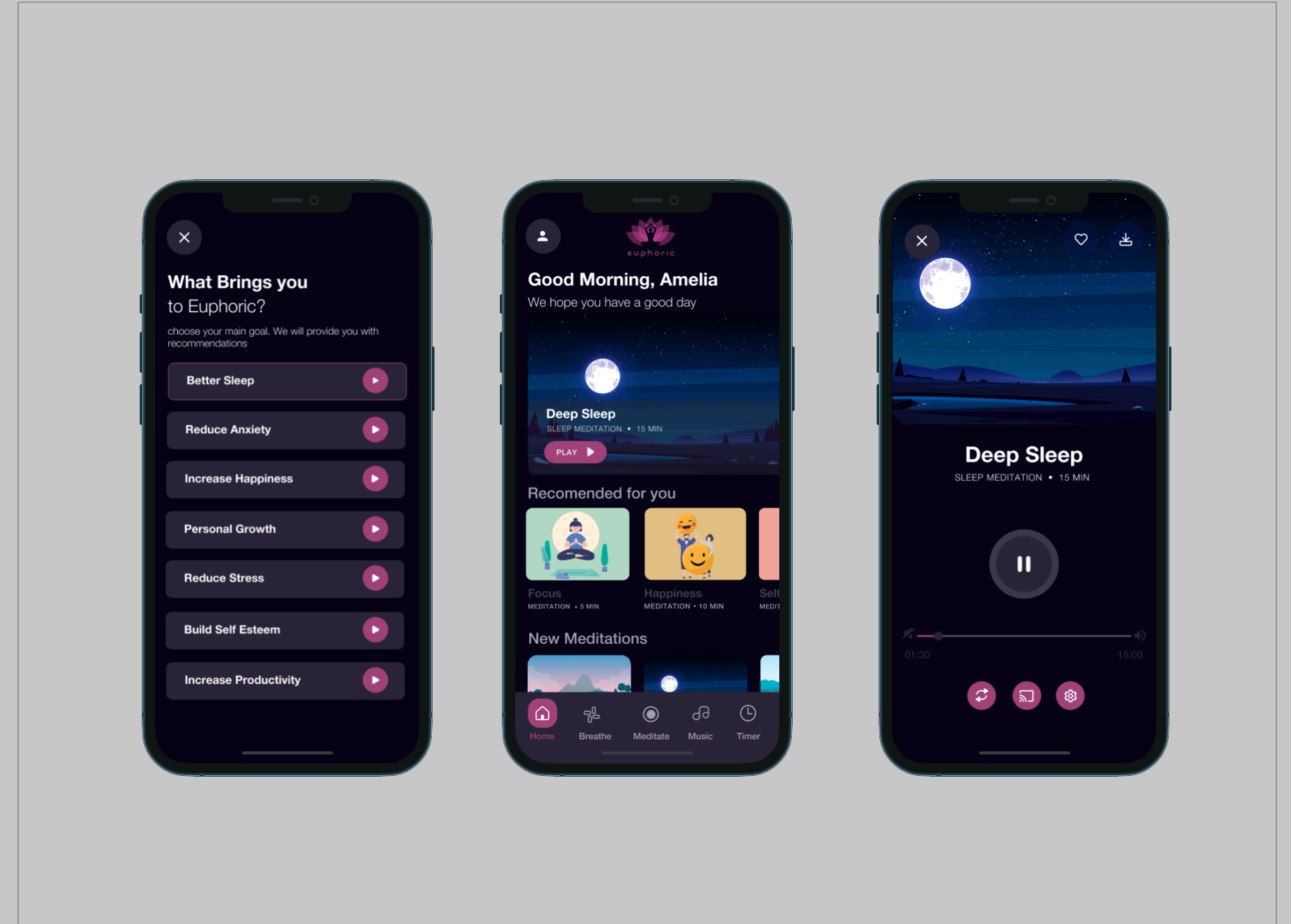
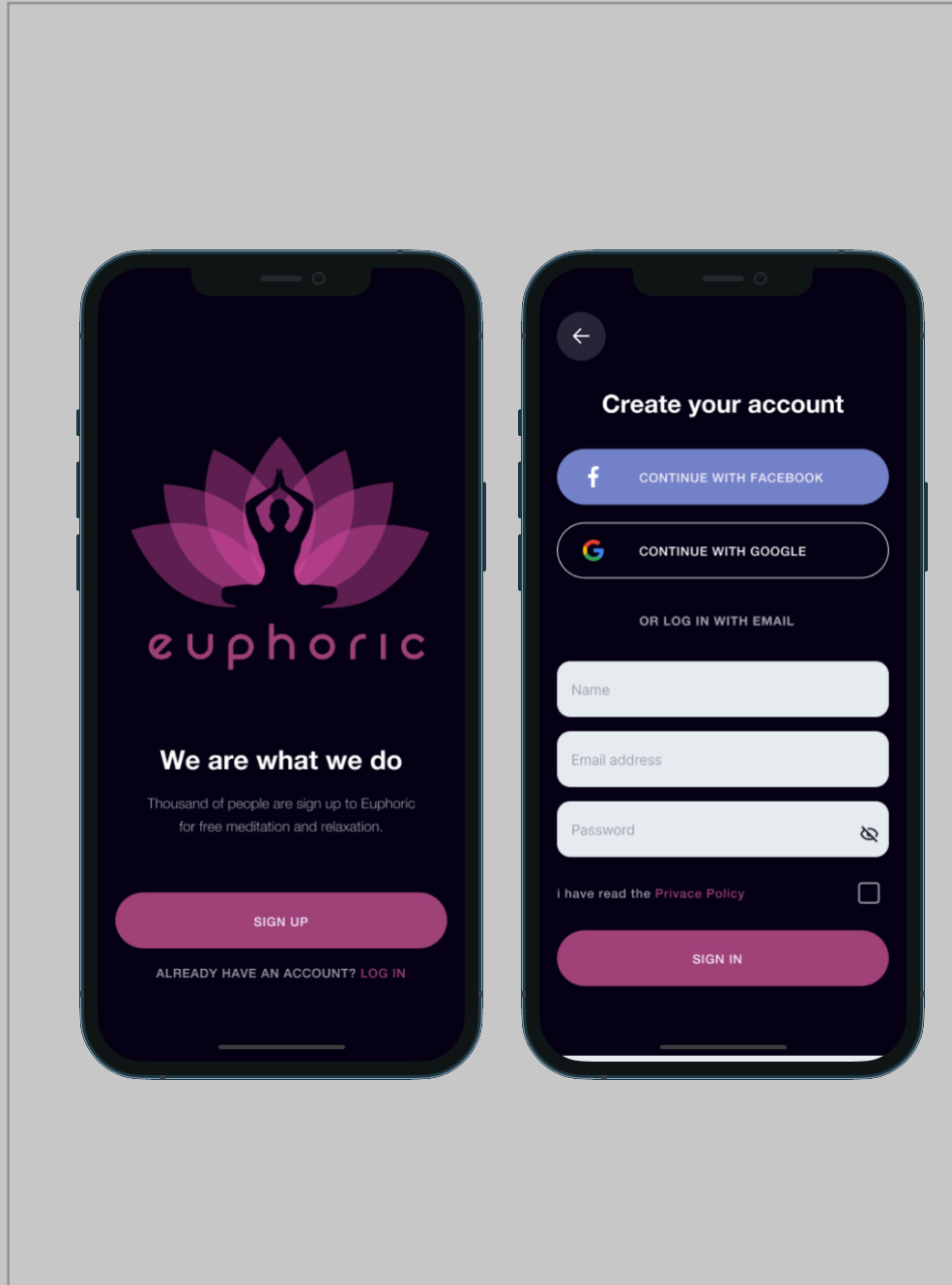
Date : n/a

Euphoric is a meditation & breathing app for mediators who are struggling to meditate. Mediators can learn basic breathing techniques using mantras, and listen to short guided meditation and music. Shorter guided meditations will help mediators gradually become accustomed to meditation and will want to meditate for longer.

I designed a meditation & breathing app from conception to delivery. I also Conducted UX research, designed low and high-fidelity mockups, clickable prototypes, and iterate on designs.

Read Case Study:

[euphoric](#)



UX / UI Website Design

PROJECT NAME

Client : Green Collab

Date : n/a

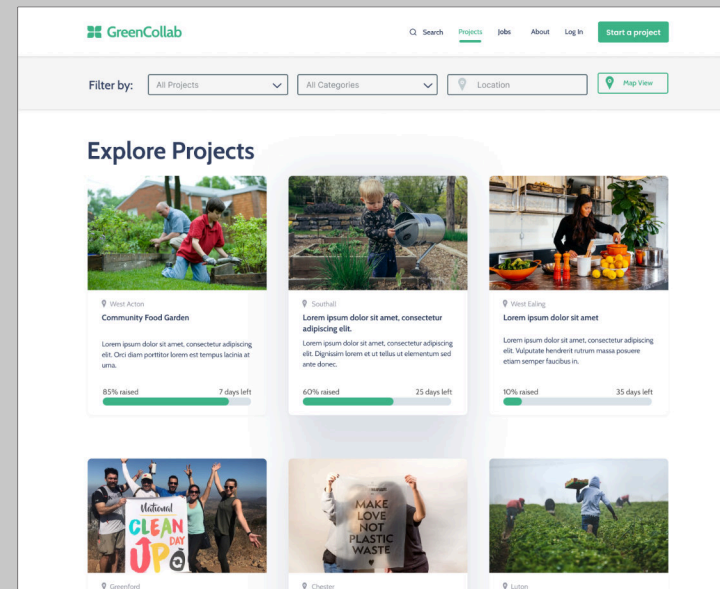
Green Collab is a local community based social enterprise focused on improving the environment in local communities. The website will help local people become aware of environmental problems that are having an impact on their community. Local people can create, support, donate and collaborate on environmental projects. This will give communities the power to build and invest in a sustainable future.

I designed a responsive website from conception to delivery. I also Conducted UX research, designed low and high-fidelity mockups, clickable prototypes, and iterate on designs.

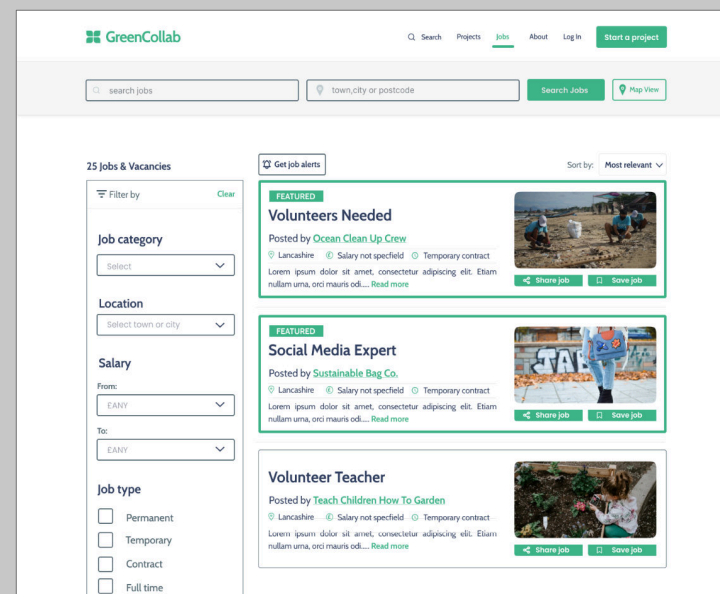
Read Case Study: [greencollab](#)



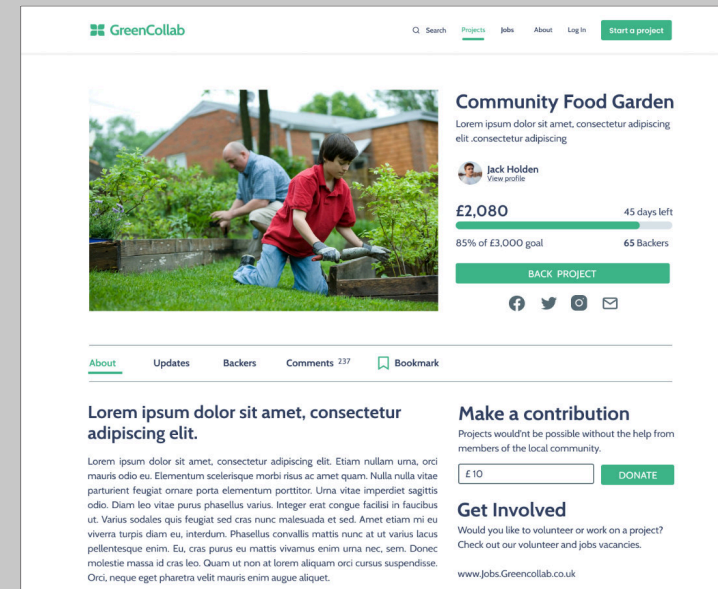
PROJECT SEARCH PAGE



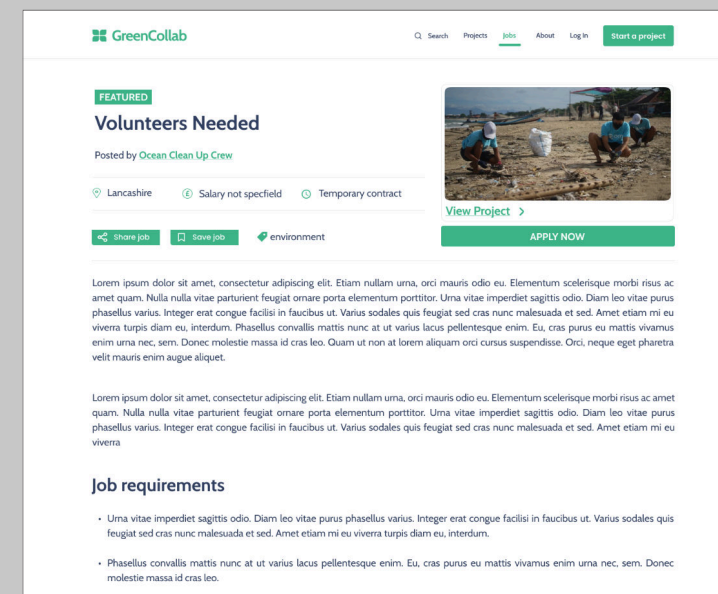
JOB SEARCH PAGE



PROJECT PAGE



JOB LISTING PAGE



Typography Apparel Design

PROJECT NAME

Client : Sacred Originals

Date : n/a

Sacred Originals is a christian brand and offers a collection of t-shirts, hoodies, printables, digital planners and accessories that will resonate with people of faith. Everything we create is inspired by bible verses and inspirational sayings.

I designed the apparel, digital planners, printables and accessories.

Visit Website:
www.teepublic.com



Typography Apparel Design

PROJECT NAME

Client : Family Novelties

Date : n/a

Family Novelties is a online family novelty store that offers a collection of funny family t-shirts, hoodies, and accessories to show how much you love your loved one.

I designed the apparel and accessories from idea to end product.

Visit Website:

www.Amazon.co.uk

I HAVE TWO TITLES
DAD
 AND
GRANDPA
 AND I ROCK THEM BOTH

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JESUS
 IS
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 OF MY SOUL

HEBREWS 6:19

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Logo Design

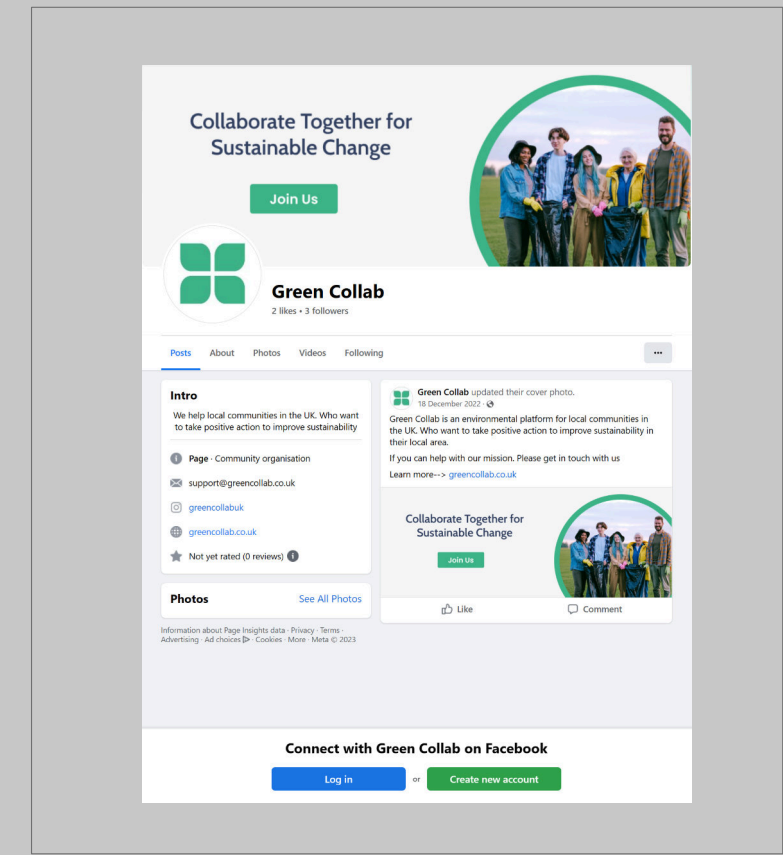
PROJECT NAME

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Date : 01 - January - 2023

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Logo Design

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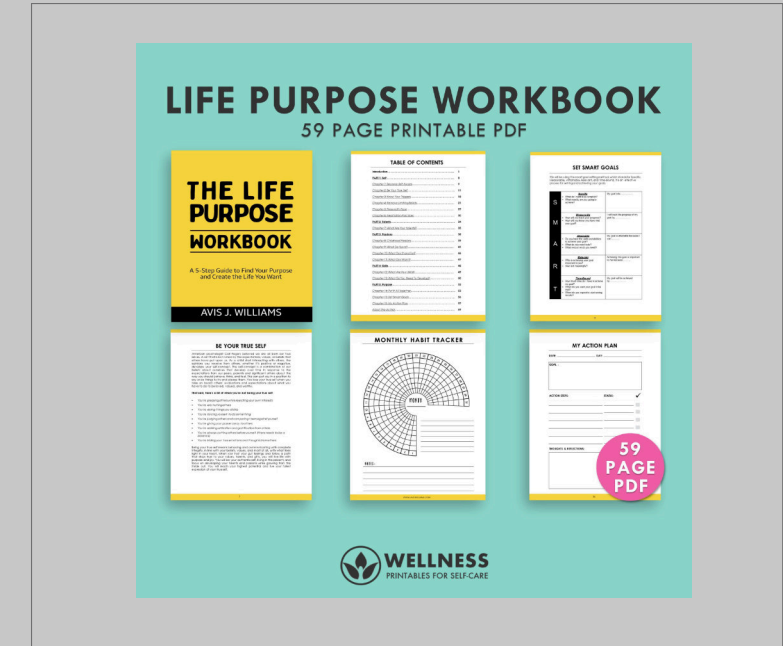
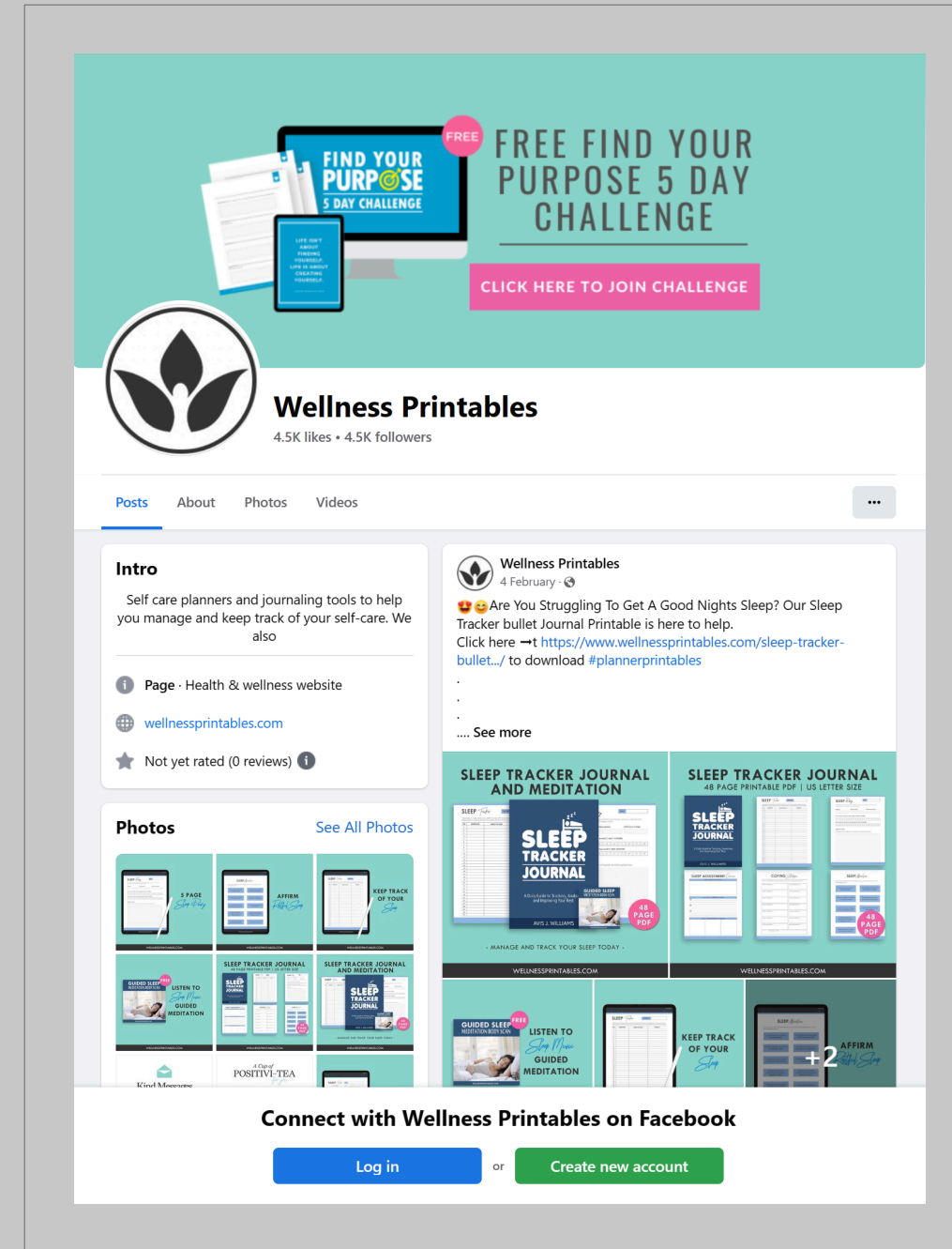
Client : Wellness Printables

Date : n/a

Wellness Printables is a ecommerce store that sells well-ness, self care, and self-improvement printables and digital planners. Their printables and digital planners are designed to help you prioritize your mental health and well-being, so you can lead a happier, healthier life.

I designed and created the printables, workbooks and digital planners from idea to end product.

Visit Website:
www.wellnessprintables.com



Logo Design

PROJECT NAME

Client : Family Novelties

Date : n/a

Family Novelties is a online family novelty store that offers a collection of funny family t-shirts, hoodies, and accessories to show how much you love your loved one.

I designed the apparel and accessories from idea to end product.

Visit Website:
www.familynovelties.com



Book Cover & Layout Design

PROJECT NAME

Client : Visual inspirations

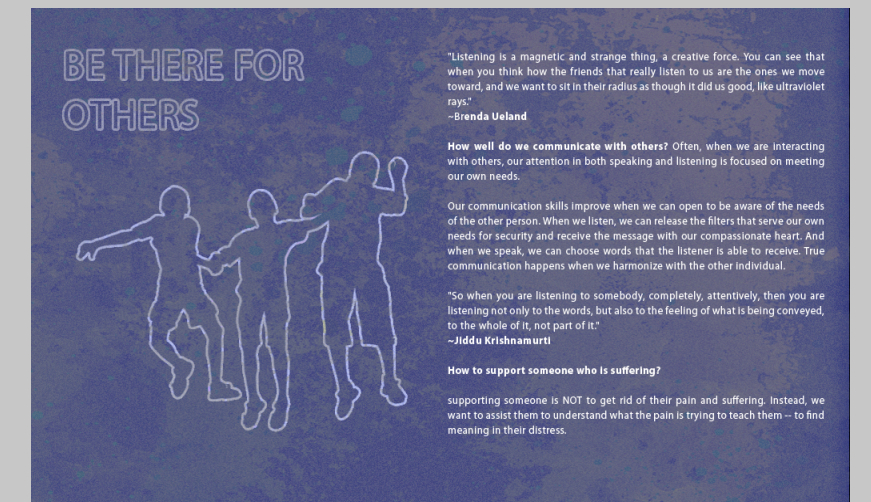
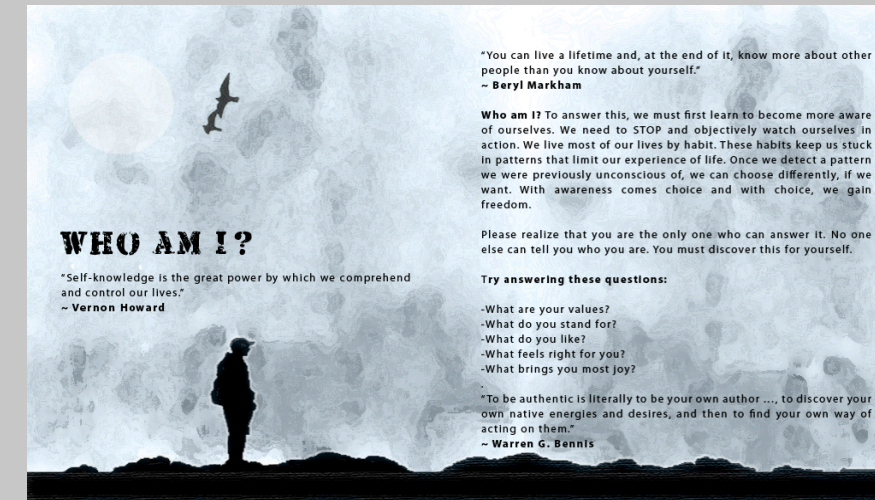
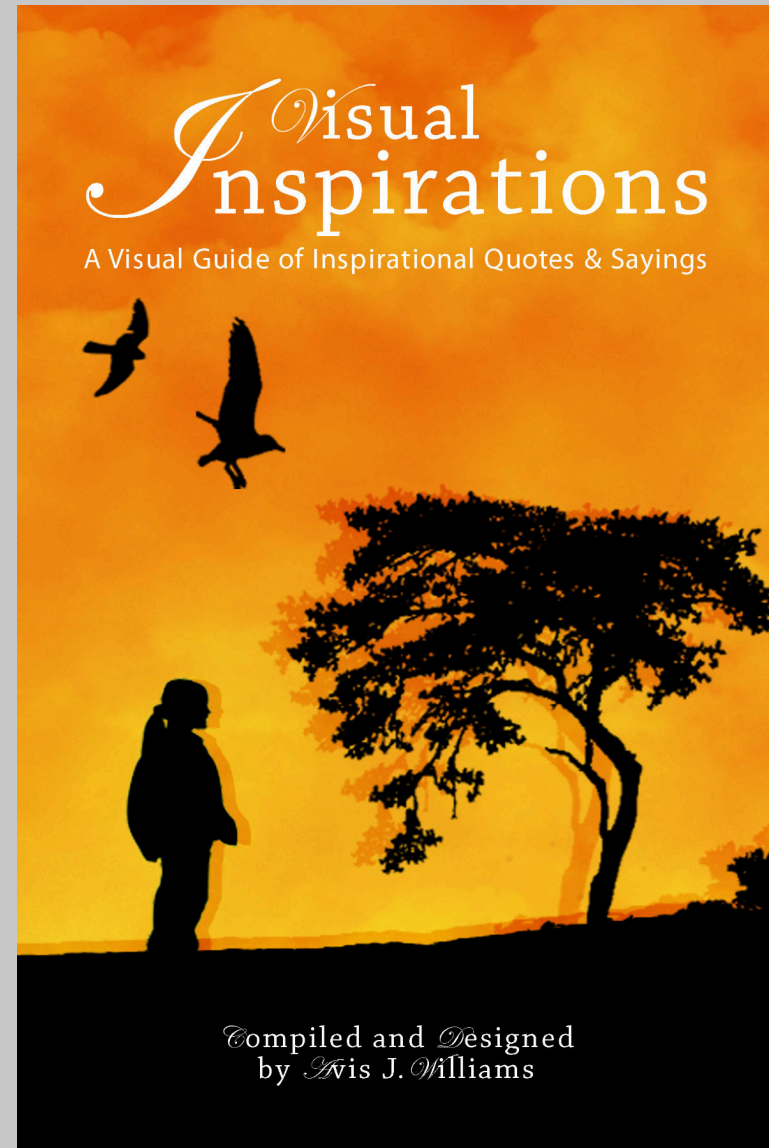
Date : n/a

Visual Inspirations combines illustrations with inspirational words, quotes and questions to aid you in raising your awareness and thinking in a way that is positive and enlightening.

I designed the book cover and all page layouts for Visual Inspirations.

View Product:

www.amazon.com/dp/BooMHQZN7U



CONTACT

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**Thanks For
Your interest.**