# **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 frontend 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: <u>https://twitter.com/avisjwilliams</u> Linkedin: https://www.linkedin.com/in/aviswilliams/ Website: https://www.startbuildlaunch.com/

#### EXPERIENCE

Green Collab (Startup) London, United Kingdom May 2022 - Present

Digital Product Creator Remote Nov 2016 - Present

Remote Nov 2010 - Present

Vivid Lime Digital Agency London, United Kingdom Seo Executive Aug 2010 - Nov 2010

#### EDUCATION

Grow With Google

#### MY SKILL

Interaction Design Prototyping Wireframing User Flows

Ux / UI Designer & Co-Founder

Content Creator & Marketer

Google UX Design Professional Certificate 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

Useability Testing Basic Copywriting Graphic Design Search Engine Optimization

area.

Content Marketing Problem Solving Figma Photoshop

Affinity Suite Basic HTML/CSS WordPress Microsoft Suite

• 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.

• Design from conception to delivery, a mobile app and website that helps local communities improve the environment in their

- 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.

• Conducted UX research, designed low and high-fidelity mockups, clickable prototypes, and iterate on designs.

- 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.
- 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.

# UX / UI Mobile App Design

#### PROJECT NAME

Client : Euphoric Mobile App Date : n/a

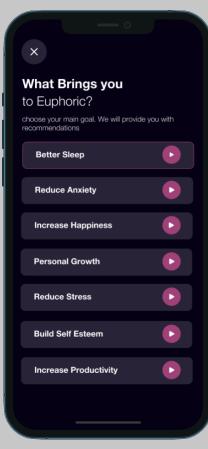
Euphoric is a meditation & breathing app for mediators who are struggling to meditate. Mediators can learn basic breathing techniques using mantras, and listen to short guided meditation and music. Shorter guided meditations will help mediators gradually become accustomed to meditation and will want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

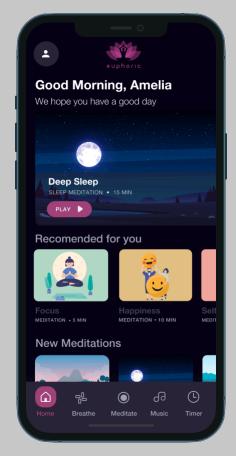
I designed a meditation & breathing app from conception to delivery. I also Conducted UX research, designed low and high-fidelity mockups, clickable prototypes, and iterate on designs.

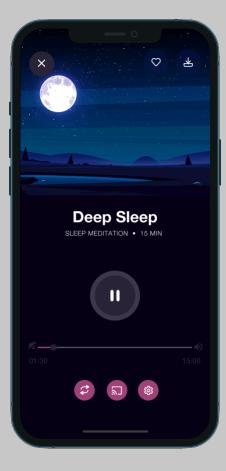
**Read Case Study:** 

<u>euphoric</u>









# UX / UI Website Design

#### PROJECT NAME

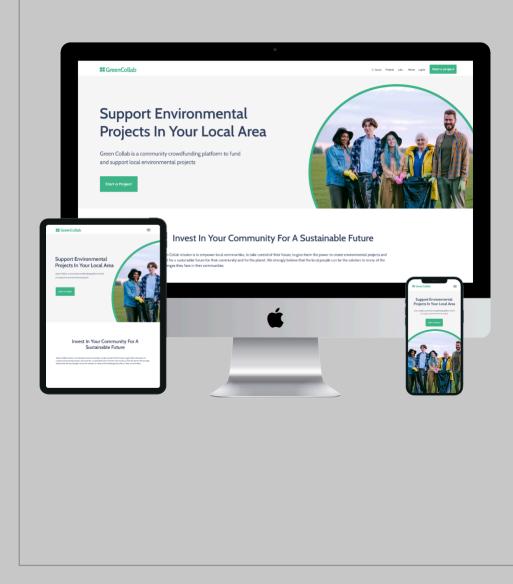
Client : Green Collab

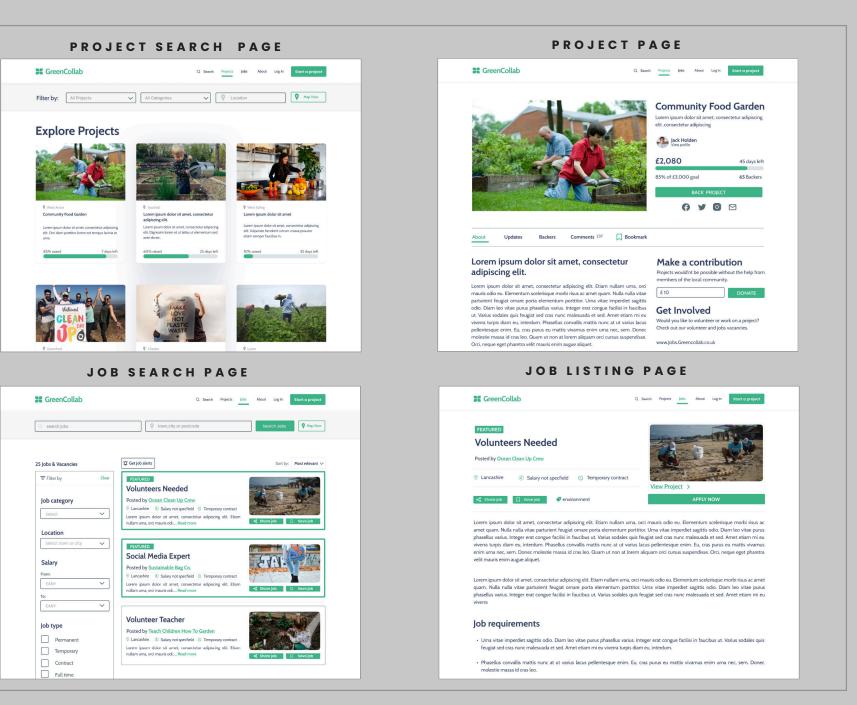
Date : n/a

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





## 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





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## Typography Apparel Design

#### PROJECT NAME

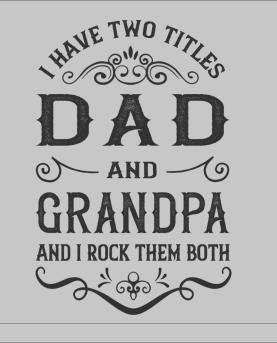
Client : Family Novelties

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





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## Typography Apparel Design

#### PROJECT NAME

Client : Sacred Originals

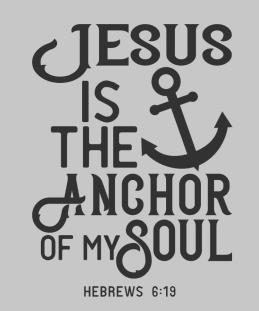
Date : n/a

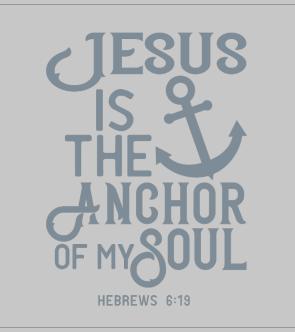
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## Logo Design

#### PROJECT NAME

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Date : 01 - January - 2023

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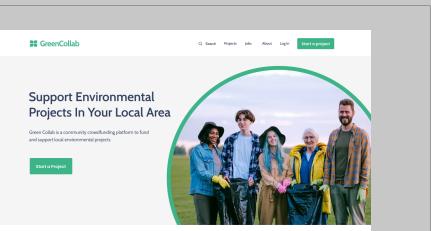
I designed a responsive website from conception to delivery. I also Conducted UX research, designed low and high-fidelity mockups, clickable prototypes, and iterate on designs.

Visit Website:

www.greencollab.co.uk

# **# GreenCollab**

# **# GreenCollab**



#### Invest In Your Community For A Sustainable Future

Green Collab mission is to empower local communities, to take control of their future, to give them the power to create environmental projects and invest for a sustainable future for their community and for the planet. We strongly believe that the local people can be the solution to many of the challenges they face in their communities.

#### Community Environmental Crowdfunding

Donate or invest in community shares that are can have an impact in your life and your community future. Invest and support in evironmental projects and find ways to make a difference in your community.

- Make donation on projects that can benefit the community.
- Invest in Community shares
- Create more jobs for local communities
- Learn More ----

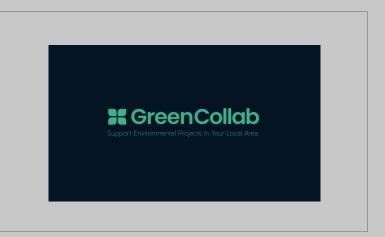




#### Collabrate together for change

Green Collab gives you the power to get your voice heard. Create enviromental projects and invest in projects that will give your community a sustainable future.

Learn More  $\rightarrow$ 



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8	Green Colla 2 likes • 3 followers		
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## Logo Design

#### PROJECT NAME

Client : Wellness Printables Date : n/a

Wellness Printables is a ecommerce store that sells wellness, 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.

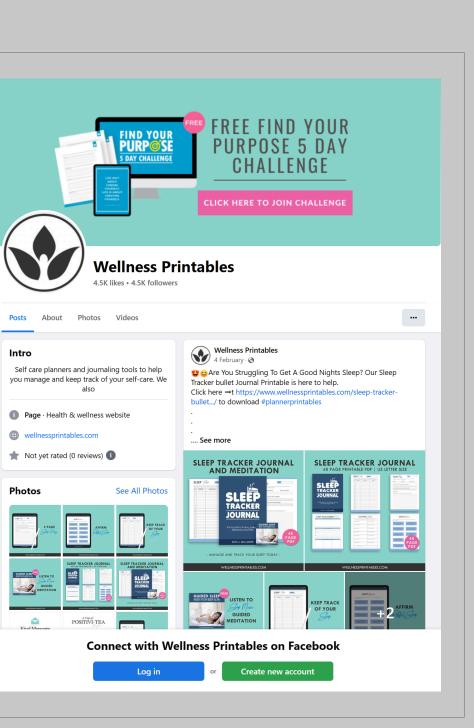
I designed and created the printables, workbooks and digital planners from idea to end product.

Visit Website: www.wellnessprintables.com

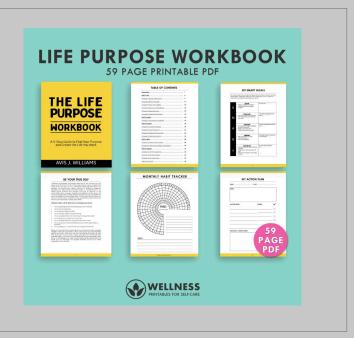




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## Logo Design

#### **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

# FAMILY NOVELTIES









## **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

# sua Inspirations

A Visual Guide of Inspirational Quotes & Sayings



Compiled and Designed by Avis J. Villiams





That's just who you are.

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"You can live a lifetime and, at the end of it, know more about other people than you know about yourself." ~ Beryl Markham

Who am I? To answer this, we must first learn to become more aware of ourselves. We need to STOP and objectively watch ourselves in action. We live most of our lives by habit. These habits keep us stuck in patterns that limit our experience of life. Once we detect a pattern we were previously unconscious of, we can choose differently, if we want. With awareness comes choice and with choice, we gain freedom.

Please realize that you are the only one who can answer it. No one else can tell you who you are. You must discover this for yourse

Try answering these guestions:

-What are your values -What do you stand for? -What do you like? -What feels right for you? -What brings you most joy?

"To be authentic is literally to be your own author ..., to discover you own native energies and desires, and then to find your own way of acting on them." ~ Warren G. Bennis



#### YOU CANT ESCAPE

"Most of our obstacles would melt away if, instead of cowering before them, we should make up our minds to walk boldly through them."

#### ~ Orison Swett Marden

We can't escape problems and negativity. Escaping just brings denial and suppression we continue to carry the problem with us. Ironically, it is our lack of acceptance and resistance to the problem that creates the pain. Resistance builds up an energy wall or block that, if not discharged, gets suppressed into the body. These blocks identify places where we have not enough understanding or love.

For health, we must work through what we seek to avoid. How do we do this? We can love parts of ourselves that we don't like. We can seek the lessons we are being invited to learn through the problem. We can examine our beliefs and seek to see different perspectives and a bigger picture. As our perspectives grow, more of life makes sense and has meaning.

The anxious student asked the Zen master how long to enlightenment. The Zen Master answered a long time, at least 10 years. The student said, "Well I will work twice as hard." The Zen master said, "Then it will take 20 years." "No!" said thecommitted student, "I will work three times as hard." "Well then," said the Zen master, "it will take 30 years."

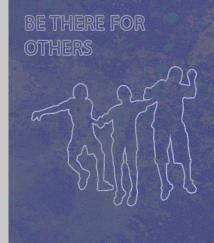
Do you need to work at being spiritual? No. You already are spiritual. Do you need to work at being human? No.

The spiritual path doesn't require us to get anything. It's a process of opening to new dimensions of who we already are. It's a process of awakening to our own truth. It's a process of allowing ourselves to be authentic.

"It is not by your actions that you will be saved, but by your being." ~ Meister Eckhart



REFLECTIONS ON EFFORT



"Listening is a magnetic and strange thing, a creative force. You can see that when you think how the friends that really listen to us are the ones we move toward, and we want to sit in their radius as though it did us good, like ultraviolet

How well do we communicate with others? Often, when we are interacting with others, our attention in both speaking and lis

rove when we can open to be aware of the ne of the other person. When we listen, we can release the peeds for security and receive the message with our when we speak, we can choose words that the listener is able to receive. communication happens when we harmonize with the other individual.

when you are listening to somebody, completely, attentively, then you are ening not only to the words, but also to the feeling of what is being conveyed

Email: <u>hello@avisjwilliams.com</u> Twitter: <u>https://twitter.com/avisjwilliams</u> Linkedin: <u>https://www.linkedin.com/in/aviswilliams/</u>

# Thanks For Your interest.