

# Caroline Williams

New York, New York  
chwilliams12@gmail.com | 469.834.7849  
carolinehwilliams.com

I'm a multi-disciplinary designer and creative leader that loves a good problem. The complicated process of creating a simple solution never gets old, and making that solution beautiful is the icing on the cake. I ask a lot of questions along the way, and I want to surround myself with passionate people who do the same. Challenging each other's ideas, even the "best" ones, are what launch the work from good to great.

## EXPERIENCE

---

### AUG 2014 – PRESENT

Starwood Hotels & Resorts Worldwide, Stamford, CT

Senior Art Director

Establish a cohesive digital experience across multiple platforms for 12 global brands

### NOV 2013 – JUNE 2014

latitude/ The Richards Group, Dallas, TX

Senior Art Director

Concepted and developed brand print as well as various promotional and experiential programs

### JUNE 2012 – OCT 2013

The Integer Group, Dallas, TX

Senior Art Director

Created and managed digital and social campaigns for 7-Eleven.com and Slurpee.com

Designed website for Nasher Sculpture Center

### JULY 2009 – MAY 2012

TM Advertising, Dallas, TX

Art Director

Concepted and produced print, broadcast and digital work for American Airlines, SuperMedia, WFAA Channel 8, Bausch + Lomb, Texas Tourism and Dallas Film Society

### JAN 2009 – JUNE 2009

The Richards Group, Dallas, TX

Art Director Intern

Worked on multiple print pieces for Chick-fil-A, Gamestop, Fruit of the Loom and Orkin

### SEPT 2007 – DEC 2007

Pentagram, New York, NY

Design Intern

Partnered with Michael Bierut's team on various design projects for the Yale School of Architecture, Princeton University, Mercedes Benz Fashion Week and Fashion Institute of Technology

## EDUCATION

---

### AUG 2007 – OCT 2009

Portfolio Center, Atlanta, Georgia

Graphic Design, graduate studies

### AUG 2002 – MAY 2006

University of Notre Dame, Notre Dame, Indiana

B.A. Graphic Design

### JAN 2005 – JUNE 2005

Fundación Ortega y Gasset, Toledo, Spain

International Study Program

## AWARDS

---

2013 Cannes Silver Lion: Promo & Activation

7-Election microsite