



DUNCAN

RICHARD WILLIAMS

CONTACT

PHONE
+1 (443)-680-0126

EMAIL
duncanxstudio@gmail.com

PORTFOLIO
duncanwilliams.io

LINKEDIN
duncanxwilliams

SKILLS

- CREATIVE LEADERSHIP
- TALENT ACQUISITION
- RESOURCE ALLOCATION
- BRAND DEVELOPMENT
- SOCIAL MEDIA MARKETING
- ART + PHOTO DIRECTION
- ADOBE CREATIVE SUITE
- INTERDISCIPLINARY DESIGN
- PRINT PROCUREMENT
- HTML5 + CSS

REFERENCES

MATT MONTGOMERY
President & CEO, RMD Advertising
Email: monty@rmdadvertising.com

JOANNA EWING
Senior VP, Abercrombie & Fitch
Email: joanna_ewing@anfcorp.com

ABOUT ME

Hello, I'm Duncan, a designer who merges cultural insight with business strategy to create powerful solutions. I lead teams that go beyond aesthetics, focusing on data-driven design solutions that produce real results. Let's make some cool shit.

EXPERIENCE

Senior Brand Designer 2024-Present
Seiber

Collaborated with co-founders to develop Seiber's brand book defining both brand and visual identity. Key contributor in shaping business strategy, aligning design with financial goals, and optimizing resource allocation for efficient execution.

Social Pod Design Lead 2023-2024
Hollister California + Gilly Hicks Active

Led design direction for social media content across all platforms for both brands, integrating business strategy with creative execution to drive high-functioning revenue streams and market-leading engagement rates.

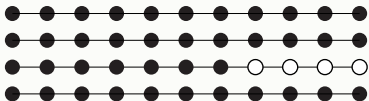
Seasonal Marketing Design Assistant 2022-2023
Hollister California

Reported directly to senior art directors assisting in the development of quarterly marketing campaigns from concept to delivery. Completed Abercrombie's Leadership Development Program, receiving comprehensive training and mentorship in talent acquisition, creative management, and team leadership.

METRICS

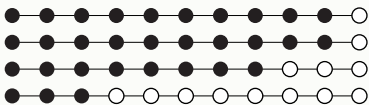
Seiber (Projected EOY)

- +200% MMR Rate
- +400% CAR
- +75% Engagement Rate
- +100% CRR



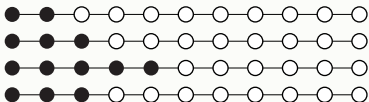
Hollister California + Gilly Hicks Active (Reported YOYG)

- +93% Engagement Rate
- +98% Net Top Content
- +86% Follower Growth Rate
- +33% Reach Growth Rate



Hollister California (Reported YOYP)

- +12% Store Sales
- +18% DTC Sales
- +47% Margin Rate
- +26% YOYP



EDUCATION

BFA COMMUNICATION DESIGN 2018-2022
Parsons School of Design
Summa Cum Laude

COLLEGE INTENSIVE GRAPHIC DESIGN PRINCIPLES 2017
Otis College of Art + Design
Summa Cum Laude