

A.J. Williams

Senior Visual Strategist

Senior Visual Communications Strategist with an active Top Secret clearance, leading creative direction and visual strategy for the U.S. Navy's OPNAV N16 team. Experienced across defense, aerospace, finance, and consumer sectors, with a focus on executive communications and mission-driven storytelling.

WORK EXPERIENCE

Agovx LLC | Senior Visual Experience Strategist

February 2025 – Present, Washington D.C.

Provide high-level creative strategy and execution for the U.S. Navy's OPNAV N16 team, focusing on user-centered communications and digital transformation initiatives.

Lead the development of personas, experience maps, and visual frameworks for projects like the eCRM Knowledge Management system, aligning design outputs with mission-critical goals. Collaborate closely with cross-functional teams, including human-centered design strategists, analysts, and PMO stakeholders, to translate complex insights into clear, actionable visuals that drive alignment, clarity, and executive decision-making. Ensure visual consistency and usability across internal Navy platforms and communication channels.

Taoti Creative | Art Director

June 2024 – February 2025, Washington D.C.

Spearheaded high-profile projects that enhanced brand visibility and engagement throughout D.C. Directed monthly campaigns for the DC Lottery's Monopoly and Uno Scratches, featuring artwork prominently displayed across the city. As Art Director for the Army vs. Navy Football Game, crafted visuals for digital and print platforms to elevate event branding. Led CoVar's brand recognition campaign with a cohesive print and digital strategy and contributed to the NCODA website redesign, guiding the design of the homepage and interior pages prior to developer hand-off.

Lockheed Martin Corporation | Senior Graphic Designer

June 2023 – June 2024, Manassas, VA

Served as a Senior Designer with security clearance, providing critical graphic design support to executive leadership within Lockheed Martin's RMS (Rotary and Mission Systems) business area. Collaborated closely with senior leaders to deliver premium branding, print, animation, and presentation solutions for strategic initiatives. Partnered with the interactive media team to develop impactful visuals that communicated complex messages to global leadership, enhancing executive communication and reinforcing RMS's brand presence.

BNY Mellon | Senior Specialist, Visual Brand Design

May 2022 – Feb 2023, New York City, NY

Created motion graphics for prestigious events, including the New York Stock Exchange and Grace Hopper Trade Show, significantly boosting brand visibility and engagement. Improved film production efficiency by developing templates, .mogrts files, and bumpers, while providing editing support. Managed production equipment budgets and mentored junior staff in motion design techniques, also producing animations for UI design.

Navy Federal Credit Union | Senior Motion Designer

Apr 2021 - May 2022, Vienna, VA

Produced immersive motion graphics and animations for digital channels and large-scale events, enhancing brand awareness. Work was showcased at football games and on TV, reinforcing brand presence. Collaborated with the Creative Director on-set to ensure brand consistency during commercial and video shoots. Developed UI animations using Lottie and designed emails in HTML/CSS while overseeing shoots to maintain quality across internal content.

Lockheed Martin Corporation | Interactive Designer

October 2016 – February 2021, Bethesda, MD

Designed digital content and motion graphics for global campaigns, increasing engagement across markets in the US, UK, Australia, and Saudi Arabia. Created high-impact websites, landing pages, and AR experiences, driving user interaction. Directed film production for high-profile events, including the AEHF Rocket Launch, enhancing brand visibility and executive alignment.

CONTACT

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Washington, DC

EDUCATION

Howard University

Class of 2015

Bachelors of Arts,

Communications

Management Minor in Business Development

SKILLS

Design: Strategic Communication, Content Development, Executive Messaging, Stakeholder Engagement, Digital Content Creation, Multimedia Storytelling, Presentation Design, Copywriting & Editing, Federal Communication Standards, SharePoint & Microsoft 365 Proficiency

LEADERSHIP

Collaboration: Creative Direction, Workshop Facilitation, Design Critique Leadership, Mentorship & Team Development, Cross-Functional Collaboration, Stakeholder Communication, Agile Workflow Adaptability, Self-Starter, Detail-Oriented, Flexible, Strong Verbal & Visual Communicator

TOOLS

Software: Microsoft 365 PowerPoint, Word, Excel, Teams, SharePoint, Adobe InDesign, Illustrator, Photoshop, Premiere Pro, After Effects, Canva, Figma, Notion, Adobe Acrobat, Miro

PUBLICATIONS

- VoyageATL
- XXL Magazine
- Washington Post
- The Source Magazine
- Rotor Review
- Covar (AUSA)
- Adidas