

A.J. Williams

Senior Art Director

Senior Art Director with over a decade of experience spearheading multi-channel brand campaigns, high-end film production, and immersive digital storytelling across agency, commercial, and secure environments. Exceptional track record of directing global consumer brands, city-wide campaigns, and complex visual communication strategies that leverage an active Top Secret clearance to deliver narrative-driven architectures.

WORK EXPERIENCE

Drop Frame Studio | Creative Director & Founder

Jan 2021 – Present | Washington, D.C. / New York, NY

- Partner with cultural creators, including Issa Rae, Cyrene L., and Huggy Lowdown, to translate complex concepts into multi-platform assets under timelines.
- Spearheaded advanced motion graphics rendering for the high-visibility re-grand opening of The Studio Museum in Harlem.
- Direct end-to-end multi-camera editing and cinematic color grading for high-profile releases, including American Idol runner-up, Gabby Samone’s music videos.

CSA Global Inc. | Senior Visual Strategist & Multimedia Specialist

November 2025 – Present, Washington, D.C. (Pentagon – Joint Staff J-4)

- Convert complex global metrics into presentation-ready, narrative-driven visual architectures for senior DoD leadership and presidential decision support.
- Partner with communications teams to translate intricate organizational workflows into streamlined visual products with absolute operational clarity.
- Integrate generative AI tools into secure pipelines to accelerate rapid storyboarding and concept development under compressed timelines.

Agovx LLC | Senior Visual Experience Strategist

February 2025 – October 2025, Washington D.C.

- Delivered creative strategy and interactive product design systems for the U.S. Navy’s OPNAV N16 digital transformation initiatives.
- Engineered user experience journey maps, interaction layouts, and responsive digital components in Figma and Illustrator.

Taoti Creative | Art Director

June 2024 – February 2025 , Washington D.C.

- Spearheaded creative direction and design systems for Fleet Week DC across city-wide digital networks, public transit OOH displays, and event collateral.
- Directed monthly graphics and multi-media assets for the DC Lottery (Monopoly and Uno), distributed market-wide across high-visibility urban displays.
- Served as Art Director for the historic Army vs. Navy Football Game, generating an immersive suite of broadcast motion and premium print collateral.
- Led creative direction for the CoVar campaign (AUSA Trade Show), conceptualizing artwork via Midjourney and developing the final asset using hundreds of Photoshop layers.

BNY Mellon | Senior Specialist, Visual Brand Design

May 2022 – Febuary 2023, New York City, NY

- Conceptualized and executed dynamic motion design architectures for a high-profile NYSE floor takeover, projecting synchronized brand assets across all venue monitors concurrently with the opening bell ceremony.
- Directed the end-to-end post-production, kinetic typography, and pacing for the Active Investor commercial sizzle reel to drive high-impact stakeholder alignment and client acquisition.
- Designed immersive promotional animations for BNY Mellon’s primary exhibition space and keynote presence at the international Grace Hopper Celebration.

Lockheed Martin Corporation | Interactive Designer

October 2016 – February 2021, Bethesda, MD

- Executed motion graphics and digital content for global campaigns across US, UK, Australia, and Saudi Arabia markets.
- Designed premium web layouts, landing pages, and interactive augmented reality (AR) experiences to drive user engagement.
- Directed video production for high-profile milestones, including the AEHF Rocket Launch campaign, from storyboarding to delivery.
- Partnered with copywriters and market strategists to maintain visual brand consistency across print, video, and digital touchpoints.

CONTACT

W: www.ajwilliams.info
W: dropframe.studio
E: hello@ajwilliams.info
C: 901.857.1042
Washington, DC

EDUCATION

Howard University

Class of 2015
Bachelors of Arts,
Communications
Management Minor in
Business Development

SKILLS

Design: Branding, Visual Design, UI/UX, Design Systems, Motion Graphics, 2D/3D Animation, AR Design, Presentation Design, Experiential & OOH Design, Video Editing

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: After Effects, Premiere Pro, Illustrator, InDesign, Photoshop, Audition, DaVinci Resolve, Cinema 4D, Redshift, Blender, X-Particles, Figma, Adobe XD, Webflow, Notion, Midjourney, Adobe Firefly

PUBLICATIONS

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