

AJ Williams

ART DIRECTOR & VISUAL STRATEGIST

CSA Global LLC | Senior Visual Strategist

November 2025 - Present, Washington DC (Pentagon)

- Led the design of a scalable information product that transforms complex munitions data into clear, repeatable decision-support briefings through forecast views, comparison logic, charts, visual hierarchy, and reusable templates.
- Defined the end-to-end workflow—from structured Maven data through Excel analysis and InDesign output—enabling authorized users to generate standardized, approximately 100-page briefings in minutes.

22nd Century Technologies | Senior Visual Strategist

February 2025 - November 2025, Washington D.C.

- Applied human-centered design across Navy digital-transformation workstreams, conducting stakeholder interviews and synthesizing findings into personas, as-is/to-be journey maps, and future-state experience recommendations.
- Created information architectures, user flows, wireframes, and high-fidelity interface designs for enterprise knowledge-management, workforce, and learning experiences.
- Designed responsive UI components and interaction patterns in Figma and Webflow, partnering with program and technical stakeholders to align requirements and support implementation.

Taoti Creative | Art Director

June 2024 - February 2025, Washington D.C.

- Conducted UX discovery for the NCODA website redesign, contributing stakeholder interviews, personas, as-is/to-be experience maps, design archetypes, and information architecture across early and final design phases.
- Produced wireframes and high-fidelity responsive UI layouts for the NCODA and WSSC Water website initiatives, translating user needs and content structures into implementation-ready designs.
- Created integrated brand and campaign experiences across digital, motion, out-of-home, and trade-show channels, including IAAPA site animations, DC Lottery's UNO and MONOPOLY campaigns, and CoVar's primary graphic for its AUSA trade-show booth.

Lockheed Martin Corporation | Interactive Designer

October 2016 - February 2021, Bethesda, MD

- Contributed to Lockheed Martin's brand refresh, helping evolve the redesigned corporate website and identity system—including logo, typography, and visual elements—from low-fidelity concepts to high-fidelity design.
- Designed SharePoint sites and executive presentations in partnership with Lockheed Martin leadership, translating complex aerospace and defense information into clear, accessible digital and visual communications.

CONTACT

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EDUCATION

Howard University

Class of 2015

Bachelor of Arts

Major: Communications Management

Minor: Business Development

SKILLS

- **UX Research & Strategy:** Human-Centered Design, Stakeholder Interviews, Personas, Journey Mapping, As-Is/To-Be Mapping, Information Architecture, User Flows
- **UX/UI Design:** Wireframing, High-Fidelity UI Design, Interaction Design, Responsive Web Design, Prototyping, Design Systems, Data Visualization

LEADERSHIP

- Creative Direction
- Cross-Functional Collaboration
- Stakeholder Management
- Executive Communication
- Design Critique
- Team Mentorship
- Client Relations

TOOLS

- Design & Prototyping: Figma, Webflow, Adobe Creative Cloud
- Data & Reporting: Excel, Maven, InDesign
- Collaboration: SharePoint, Microsoft 365, Notion, PowerPoint, Acrobat