

DUNCAN

RICHARD WILLIAMS

CONTACT

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PORTFOLIO

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LINKEDIN

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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

Design & Marketing Consultant

2024 (Part-Time)

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

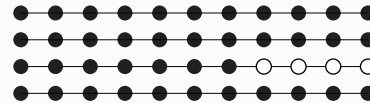
Hollister California

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

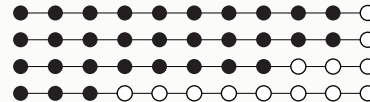
Seiber (Projected EOY)

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



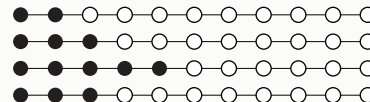
Hollister California + Gilly Hicks Active (Reported YOYG)

+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