

Morrison Washington

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I am an accomplished graphic designer and design consultant with a demonstrated ability to create captivating visuals and interactive graphics that enhance the effectiveness of clients' messages. Proficient in Adobe Photoshop, Illustrator, InDesign, Dreamweaver, and Acrobat, I also possess a passion for photography.

My career highlights include:

- **Strategic Design Expertise:** I have a track record of developing key design and marketing strategies for print, web, and social media, resulting in increased customer engagement and improved client profitability.
- **Exceptional Interpersonal Skills:** I am recognized for my outstanding interpersonal abilities and possess expertise in motivating individuals to leverage their unique talents to achieve collective goals. This has been evident in consistently positive client returns and high student retention rates.
- **Effective Team Leadership:** As a valued leader, I excel in building highly motivated teams that are dedicated to achieving design and marketing objectives.
- **Professional Growth:** I stay up-to-date with the ever-evolving graphic design industry through continuous professional development, ensuring that my skills and knowledge remain current.

My expertise in graphic design and my ability to drive results make me a valuable asset in delivering creative solutions that resonate with clients and audiences alike.

EDUCATION

M.A., Education, American Intercontinental University (AIU), July 2012

B.F.A., Digital Design, American Intercontinental University (AIU), September 2005

A.A., Business Administration, American Intercontinental University (AIU), August 2004

DESIGN EXPERIENCE

Art Director, Moor Graphix, New York/Georgia, 1999 to Present. MoorGraphixwix.com

Owned and Operated small graphic design firm working in conjunction with corporate and other small businesses to create interactive marketing material for web and direct advertisement and special functions. Clients include; TJFACT, Con Edison, NYC Mayor's Office of Education, Harlem Business Alliance, Upper Manhattan Empowerment Zone, U.S. Youth Games, The Ella Baker School, Young World A.A., The Solesville Foundation, Harmony in Life Records, Rhonda Thomas. I designed website for JoyousOcean.com, Kottavei.com, BlackMaleClothing.com, MagicalWellness.life, Amerukhanbasics.com, The28thState.com, Solesville.net, and many more.

Art Director, 19th Hole Magazine, Atlanta, June 2006 to December 2016.

Responsible for the overall look and feel of the magazines' articles and advertisements.

Responsible for hiring a group of qualified graphic designers and photographers.

Organized photo shoots, layouts and time lines to coincide with printing deadlines. Managed all creative staff to assist in the compilation of the premiere issue and the subsequent issues. Currently working on the third issue.

Freelance Graphic Designer, Kev's Copy Center, Harlem, New York, 1998 to 2004

Responsible for designing business related forms, cards, logos and paraphernalia; using Photoshop, Illustrator, Quark, Publisher and various other graphic programs. Also in charge of scanning, upgrading computer programs and installing new software and hardware.

ADMINISTRATIVE EXPERIENCE

Owner, Moor Graphics, New York/Georgia, January 1999 to Present. www.moorgraphixwix.com
Development of hundreds of marketing materials (photographed, print, interactive, digital & web-sites) for our clients and our company. Trained freelance staff in new software and IT applications to enhance productivity. Responsible for building community relationships, valuable resources and lasting clients through quality service. Responsible for a yearly 50% growth in revenue over the last 5 years.

Program Chair/Dean, Westwood College, July 2012 to November 2015

Recruits, interviews and manages design program faculty. Maintains a pool of qualified substitutes, drawing on them as needed to ensure full coverage of all course sessions. Ensures that what is being taught conforms to the established Westwood syllabi and project assignment system. Observes classroom instruction and coach faculty toward improvement using the PT3 model. Planned and coordinated ceremonies, staff development and advisory meetings. Accountable for Student Success as measured by Retention/Graduation Rates and Employment Rates by program. Resolve scheduling issues and student complaints.

Parks & Recreation Manager, Parks & Recreation, New York, June 2002 to October 2004

Managed the overall operation of over 60 parks, playground and recreational facilities within the City of New York. Collaborated with the Parks and Recreation Borough Commissioners to develop and execute strategic plans for park improvements and modernization projects. Led a team of 140 staff members, ensuring their training and effective performance during peak seasons. Oversaw daily park operations, including maintenance, programming, and safety protocols. Successfully executed capital projects aimed at enhancing park amenities and facilities, resulting in improved community satisfaction. Maintained strong relationships with community members, responding to inquiries and addressing concerns promptly. Achieved Park Manager of the Year and a district rating over 95% in cleanliness and safety for 7 months straight. Provided "Right To Know" (RTK) training for employees (over 1200) yearly. Planned, coordinated and designed paraphernalia for various special events sponsored by the NYC Parks Department. Created new processes for reporting permit information for parks & playgrounds. Held the subsequent title of Parks Advocate, providing staff counseling for various rule infractions and personal issues.

Deputy Center Manager, Parks & Recreation, New York, December 1999 to June 2002

Responsible for increasing adult membership by 50% through various marketing campaigns. Designed and implemented several advertising schemes to attract new members. Developed new fiscal reporting system to increase staff efficiency and record keeping. Taught basic and advance software & IT applications to staff and members. Developed staff training and development exercises that promoted good health for the staff and members.

Program Director, Kennedy Center, New York, February 1995 to December 1997

Duties include: Responsible for the overall administration of the youth programs at Kennedy Community Center, including interviewing and staffing, supervision of counselors, scheduling and overseeing daily activities in each component of this multi-faceted program. Created computer databases for a more suitable record keeping system. Designed agencies brochures and flyers for public distribution. Trained staff in Microsoft Office Suite, which was utilized for bookkeeping, and tracking youth attendance.

TEACHING EXPERIENCE

Graphic Design Teacher, Fulton County School System, August 2017 to 2020.

Develop lesson plans for various learning styles within graphic design. Develop rapport with students to help meet set outcomes for each day. Providing academic guidance for each student. Responsible for the photography of school activities and layout of the schools' yearbook. Also updating the schools' website.

Adjunct Faculty, Westwood College, Atlanta, June 2004 to July 2012.

Develop lesson plans for various graphic disciplines and the implementation of the principles of graphic design. Provide instruction in the principles of graphic design and assist the students in understanding and implementation of said principles. Assist in the development of design methodologies of students. Assisting in academic choices and guidance in how each class will impact students' career choices.

Communicate the goals and objectives to the students to ensure the students progress. Men's basketball coach; teaching the fundamentals of basketball, group activities and role-play within a system.

Recreation Specialist, Parks & Recreation, New York, June 1993 - June 2002

Responsible for the overall direction of educational, recreational and physical instruction. Involved with the actual instruction in the computer resource room including curriculum developing for classes in graphic design and word processing software. Responsible for the development of sports leagues and the training of staff and members in the rules, plays, score keeping and sportsmanship.

Counselor, Kennedy Center, New York, February 1995 to December 1997

Developed and maintained a plan for effective delivery of educational and recreational learning within the center. Communicates the goals and outcomes to the director of the center. Maintains current and appropriate resources for the members.

COMMUNITY SERVICE

- New Manchester Elementary School Parent Volunteer
- First Baptist Church (Upward Sports Coach)
- Member of Community Board 10 (Chair of Uniform Services Committee)
- Manhattan Chamber of Commerce
- Harlem Chapter of the Urban League
- VISTA Volunteers/Harlem Literacy Outreach Campaign
- RMS PTA

SKILLS

- Recreation Facility Management
- Park Operations Oversight
- Project Planning and Execution
- Team Leadership and Training
- Community Engagement and Relations
- Budget Management
- Strategic Planning
- Safety and Compliance
- Graphic Designer
- Adobe CC certified
- Web design Consultant

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REFERENCES:

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