

RASHIDAH WILLIAMS

EDUCATION

- 2010 - 2011 **University of Miami, Coral Gables, Florida**
Master of Urban Design
- 2005 - 2010 **Howard University, Washington, District of Columbia**
Bachelor of Architecture
- 2001-2005 **Benjamin Franklin Senior High School, New Orleans, Louisiana**

ARCHITECTURAL AND OTHER PROFESSIONAL EXPERIENCE

- 2017 - Present **Tulane University, Albert and Tina Small Center for Collaborative Design
New Orleans, Louisiana**
Assistant Director

Direction of Albert and Tina Small Center for Collaborative Design management and administration with Director oversight. Duties include but not limited to:

- Oversight of the development of administrative protocols within the Albert and Tina Small Center for Collaborative Design
- Identification and pursuit of funding for the Albert and Tina Small Center for Collaborative Design's administrative and program costs, as well as management of active accounts.
- Collaboration with the Director of the Albert and Tina Small Center for Collaborative Design and Dean of the School of Architecture to identify programmatic opportunities and outreach materials
- Supervision staff and student interns/fellows
- Facilitation and Stewardship of on and off campus partnerships

- 2011 - Present **Rashidah Williams Design, New Orleans, Louisiana**
Community Engagement Professional and Designer

Creation and execution of a Neighborhood Participation Plan and Zoning research for a development in the Bywater Neighborhood, public presentations of information, creation of correspondence to constituents. Design of advertisements, identity elements, marketing materials, print media, web graphics and social media graphics for small businesses and non-profit organizations.

- 2016 - 2017 **Transdev In Service to the New Orleans Regional Transit Authority
New Orleans, Louisiana**
Assistant Manager of Digital Media and Graphic Design

Brand Steward of the New Orleans Regional Transit Authority and its various media forms. Duties included but not limited to:

- Daily monitoring of transit services, composition of messages, and posting of messages to all New Orleans Regional Transit Authority web and social media communication channels in real time.
- Communication and presentation of critical data, report summaries, market analyses, and strategic recommendations to all levels of management.
- Presentation and formatting of public messages and materials delivered by executive team and employees for the norta.com website
- Design of visual collateral for advertisements, monthly publications, social media

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- platforms and the norta.com website. Provision of graphic design services to all departments for marketing materials and presentations when required.
- Management of all print production with print vendors and storage of printed media.
- Management and maintenance of the content management system (CMS) for the norta.com website.
- Implementation and creation of the social media strategy for the Regional Transit Authority's social media platforms.

2015 - 2016

City of New Orleans Department of Safety and Permits, New Orleans, Louisiana
Building Plan Examiner

Responsible for the examination and review of plans and specifications of buildings and structures for compliance with the provisions of the building code and related ordinances; and related work as required.

2014 - 2015

Centerplate, New Orleans, Louisiana
Non-Profit Organizations Recruiter

Responsible for recruitment of Non-Profit Organizations for Centerplate's Non-Profit Organization Fundraising Program. Duties included but not limited to:

- Creation of Marketing Materials and Visual Collateral for Centerplate's NPO Fundraising Program
- Enrollment of over 100 Non-Profit Organizations in Centerplate's Fundraising Program
- Human Resources Administration

2012 - 2013

A World of Smiles Pediatric and Family Dentistry, New Orleans, Louisiana
Professional Relations Coordinator

Execution and management of marketing plan, business development, strategic partnerships, and targeted market awareness of A World of Smiles in New Orleans East. Duties included but not limited to:

- Strategic planning of market awareness in New Orleans East.
- Created "A World of Smiles Dental Days" dental education series, which served 2000 children across New Orleans Planning Districts 7,9, and 10
- Event Planning and Execution of A World of Smiles One Year Celebration with a \$3000.00 budget that resulted in a 30% increase in patient base, and increased awareness of A World of Smiles
- Consistent outreach and relationship stewardship with community groups/nonprofits, schools and neighborhood associations, a network of over 500 people.
- Strategically partnered with Total Community Action, a community action agency, to establish A World of Smiles as the New Orleans East dental health provider.

2011

City of New Orleans Office of Neighborhood Engagement, New Orleans, Louisiana
Liaison Assistant

Support of the Neighborhood Liaison Community Engagement Efforts across the City of New Orleans. Duties included but not limited to:

- Coordination of constituent and community leader correspondence.
- Coordination of New Orleans East Schools, NORD Officials and Inaugural Logistics for the 1st Joe Brown Park tour for students and the Victory Field grand opening.
- Created Neighborhood Engagement Office contact database.
- Creation of Marketing Materials
- Engagement of over 50 Neighborhood Associations in the City of New Orleans

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- 2010 - 2011 **DESIGN2FORM Architecture Firm, Miami, Florida**
Intern Architect
- 2010 **New Orleans City Planning Commission, New Orleans, Louisiana**
City Planning Intern
- 2008 - 2009 **Wienczek and Associates Architecture Firm, Washington, D.C**
Intern Architect
- 2006 - 2007 **Sizeler Thompson Brown Architecture Firm, New Orleans, Louisiana**
Intern Architect

PROFESSIONAL AND CIVIC ACTIVITIES

- 2015 - 2016 HousingNOLA, Community Engagement Work Group
- 2013 - 2014 Urban League Young Professionals - New Orleans, Communications Committee
- 2012 - 2014 Urban Conservancy, Board of Directors