

Cedric Morris

Art Director | Senior Designer | Digital Communications Specialist

Washington, DC / DMV
Open to remote & hybrid roles
301-385-0021
cm@bctd.info
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PROFILE

Multidisciplinary creative with 15+ years of experience across art direction, web design, brand systems, campaign creative, social media strategy, video, and public-facing communications. Skilled at turning complex information into clear, polished, audience-focused creative for government, nonprofit, healthcare, and community-centered organizations.

CORE SKILLS

CREATIVE

Art direction, brand identity, campaign creative, visual systems, print design, video production

DIGITAL

Web design, UX/UI, WordPress, Drupal, HTML/CSS, content strategy, responsive design

COMMS

Public information, social media strategy, digital communications, newsletters, analytics

OPERATIONS

Vendor management, print production, procurement support, stakeholder collaboration

TOOLS

DESIGN

Adobe Creative Cloud, Figma

WEB

WordPress, Drupal, CMS management

ANALYTICS

Google Analytics, social platform reporting

OFFICE

Microsoft Office, Google Workspace

PROFESSIONAL EXPERIENCE

DC Department of Public Works - DC Government

Communications Specialist / Designer / Webmaster | 2019 - Present

Lead and support public-facing digital communications, campaign creative, website content, social media, video, and resident-focused service information for a major District government agency.

- Create and manage digital, print, video, and social media materials supporting agency services, seasonal operations, public campaigns, resident education, and internal communications.
- Administer and maintain content across dpw.dc.gov, snow.dc.gov, and the DPW intranet, partnering with technology teams and internal stakeholders to improve web content, mobile usability, and resident access to service information.
- Develop campaign concepts, visual assets, newsletters, social content, videos, printed materials, signage, and other communications tools to make complex public information easier to understand.
- Manage social media and monthly newsletter scheduling for an audience of more than 50,000 DC residents.
- Increased DPW social media performance in FY22, including 2.5 million impressions and 2,000 additional organic Twitter followers.
- Support planning, execution, and evaluation of major public campaigns including snow operations, recycling education, sanitation services, and seasonal resident communications.
- Manage vendor relationships, print production, publication services, and procurement support for the Office of Communications.

United Planning Organization

Print and Digital Communications Manager | 2017 - 2019

Led brand, digital, print, and campaign communications for a long-standing nonprofit organization serving communities across Washington, DC.

- Rolled out a refreshed corporate identity, including updated promotional materials and a fully responsive website redesign.
- Directed social media strategy and editorial planning to create more cc mission-driven messaging across digital platforms.
- Designed annual reports, campaign materials, event collateral, flyers, b social graphics, and community outreach pieces.
- Executed targeted email and social media campaigns that contributed to increase in engagement and donations for two key initiatives.



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INDEPENDENT CREATIVE WORK

Bold Futura / BCTD Marketing & Design

Founder / Creative Lead | 2011 - Present

Build websites, brand systems, campaign materials, and digital experiences for small businesses, nonprofit organizations, healthcare clients, public-sector partners, and independent brands.

- Design and develop client websites, landing pages, brand identities, promotional materials, and digital campaigns across a range of industries.
- Lead client discovery, content planning, visual direction, web design, and launch support for independent projects.
- Create brand collateral including flyers, social graphics, pitch materials, event promotions, logos, and print-ready marketing assets.
- Support clients with website strategy, WordPress builds, SEO fundamentals, responsive design, and ongoing digital updates.

EDUCATION

Howard University

Bachelor of Fine Arts, Graphic Communications
Magna Cum Laude | Washington, DC

Prince George's Community College

Associate of Arts, Visual Communication Graphic Design

SELECTED PROJECTS

UPO Rebrand & Website

Brand identity refresh, responsive website redesign, annual reports, campaign materials, social content, and community outreach collateral.

DPW Homepage Redesign

Service-focused homepage redesign centered on clearer navigation, resident access, public information, and digital usability.

DC Health Link

Social campaign branding and digital creative supporting public awareness around access to affordable health coverage in Washington, DC.

Credit Union Miracle Day / Cherry Blossom Ten Mile Run

Event branding, sponsor media kit, posters, and direct mail pieces supporting a children's hospital fundraising campaign.

CarePositive

Website design and branded marketing materials created to make healthcare services feel clearer, more trustworthy, and easier to navigate.

Westar Distribution

Catalog design, signage, email marketing creative, and early e-commerce concept development for an automotive parts distributor.

ADDITIONAL CREATIVE EXPERIENCE

AFYA Inc - Graphic Designer | 2016 - 2018

Responsive web materials, proposal graphics, and SEO-conscious digital assets.

Westar Distribution - Graphic Designer | 2013 - 2016

Web and print graphics, catalog covers, convention materials, and automotive product marketing collateral.

Visions Ink - Graphic Designer | 2013 - 2015

Managed freelance creative support while designing materials for Johns Hopkins FCU, DC Teachers, Howard University, and federal banking clients.

Starvin' Artist Design Studio - Production Artist | 2012 - 2013

Created web and print graphics for small businesses and corporate clients.

The Seamon Corporation - Senior Graphic Designer | 2015 - 2017

Web and print materials for healthcare and government clients including CRISP, ONC, and NIH, with experience supporting 508-compliant communications.

SW Design School - Design Teacher | 2016

Taught graphic design fundamentals and photo editing to a class of 15 students.

Darnell's Mocha Lounge - Marketing Manager | 2011

Built and maintained brand identity, event promotions, materials, and social media content.



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