

# RASHIDAH WILLIAMS

## EDUCATION

---

2010 - 2011 **University of Miami, Coral Gables, FL**  
Bachelor of Architecture

2005 - 2010 **Howard University, Washington D.C.**  
Master of Urban Design

## PROFESSIONAL EXPERIENCE

---

2017 - Present **Tulane University, Albert and Tina Small Center for Collaborative Design**

Assistant Director - Direction of Small Center operations. Duties include but not limited to fiscal management, operations, grant stewardship, design/build and visioning project execution, community partnerships, and marketing/communications strategy.

2011 - 2017 **Rashidah Williams Design**  
View work samples at [www.rwmsdesign.com](http://www.rwmsdesign.com)

Graphic Design - Designer of print, marketing, web and social media identity collateral for businesses and non-profit organizations. Collaboration with teams to brainstorm, design and execute innovative multi-platform native digital and print experiences.

Digital Content Strategist - Development and oversight of digital strategy and campaign implementation. Provision of recommendations on digital marketing tools, strategies, and tactics. Development of content for digital-first platforms including social media, newsletters, blogs, and websites.

Creative Direction - Art direction conception and development. Management of visual content development by creative vendors for digital platforms. Digital launch effectiveness and quality assurance of campaigns and client collateral for digital media platforms.

2016 - 2017 **Transdev In Service to the New Orleans Regional Transit Authority**

Assistant Manager of Digital Media and Graphic Design - Brand Steward of the New Orleans Regional Transit Authority and its various media forms.

2015 - 2016 **City of New Orleans Department of Safety and Permits**

Building Plan Examiner - 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**

Non-Profit Organizations Recruiter - Recruitment of Non-Profit Organizations for Centerplate's Non-Profit Organization Fundraising Program.

2012 - 2013 **A World of Smiles Pediatric and Family Dentistry**

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.

2011 **City of New Orleans - Neighborhood Engagement Office**

Liaison Assistant - Support of the Neighborhood Liaison Community Engagement Efforts across the City of New Orleans.

2008 - 2010 **Intern Architect**

Provision of assistance in the schematic design, design development and construction administration phases to Wiencek and Associates and Design2Form.

# RASHIDAH WILLIAMS

## PROFESSIONAL AND CIVIC ACTIVITIES

---

|                |  |
|----------------|--|
| 2020 - Present | New Leaders Council Louisiana, Communications Chair                      |
| 2019 - Present | National Organization of Minority Architects, Advocacy Chairperson       |
| 2019 - Present | Association of Community Design, Board Member                            |
| 2018 - Present | Crescent City Sneaker Ball, Marketing Chairperson                        |
| 2017 - Present | HousingNOLA Policy and Data Committee                                    |
| 2015 - 2016    | HousingNOLA, Community Engagement Work Group                             |
| 2013 - 2014    | Urban League Young Professionals - New Orleans, Communications Committee |
| 2012 - 2014    | Urban Conservancy, Board of Directors                                    |

## TEACHING

---

|                            |  |
|----------------------------|--|
| Summer 2020                | <i>Introduction to Sustainability:<br/>Introduction to Community Engagement</i><br>Tulane Masters of Sustainable Real Estate Program, Lecturer                               |
| Summer 2019                | <i>Concourse - Certification Course in Resident-Centered Community Planning:<br/>The History and Legacy of Redlining</i><br>Lecturer for Concordia Architecture and Planning |
| Summer 2019                | <i>Racism and Injustice in Real Estate</i><br>Project Pipeline - National Organization of Minority Architects Louisiana  |
| Summer 2019                | <i>Racism and Injustice in Real Estate</i><br>Tulane University School of Architecture, Public Interest Design Fellowship<br>Faculty   |
| Summer 2019                | <i>Introduction to New Urbanism:<br/>Race, Class and the Nuance of New Orleans</i><br>Tulane Master's of Sustainable Real Estate Program, Lecturer                           |
| Summer 2019                | <i>Introduction to Sustainability:<br/>Introduction to Community Engagement</i><br>Tulane Master's of Sustainable Real Estate Program, Lecturer                              |
| Spring 2019                | <i>Undesign the Redline<br/>The Legacy of Redlining and its effect on Affordable Housing</i><br>The Rooted School  |
| Summer 2018                | <i>Introduction to Sustainability:<br/>Introduction to Community Engagement</i><br>Tulane Master's of Sustainable Real Estate Program, Lecturer                              |
| Fall 2018 -<br>Spring 2019 | <i>Undesign the Redline New Orleans Exhibit</i><br>Lecturer  |
| Fall 2018                  | <i>Race and Environmental Justice</i><br>Panelist  |

## PRESS

---

NPR - Undesign the Redline  
WBOK - Social Determinants of Health and the Built Environment  
WHIV FM - Undesign the Redline