

NICHOLAS WILLIAMS

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PROFILE

I am a digital media producer with 10+ years of experience in higher education, editorial journalism, commercial campaigns, and emerging technology. I am skilled in translating everyday life into compelling multi-platform stories, leading social media strategy, managing brand identity, and producing high-quality photography and video. I combine strategic thinking with hands-on production to tell stories and make compelling imagery.

RELEVANT EXPERIENCE

Creative Producer & Head of Content — Ultimate Fighting Bots (UFB) August 2025 – Present |

San Francisco, CA

- Lead digital strategy and storytelling for a robotics entertainment brand across social, web, and live events. Which has led to coverage from the NYT, Washington Post, SF Standard, SF Chronicle, and forged partnership deals with Twitch and Youtube.
 - Manage contractors and collaborate with engineers and artists to ensure consistent creative execution across dozens of events, including Open Sauce where we sold 2k tickets and streamed to a 21k concurrent audience.
 - Direct all media production — photography, video, editing, scripting, and campaign development.
 - Maintain content calendars and manage high-volume posting on Instagram, YouTube, TikTok, LinkedIn and X.
 - Capture real-time event coverage and translate technical environments into accessible, engaging content.
 - Design posters, merch, event signage, and digital templates supporting cohesive brand identity.
 - Coordinate with vendors, venue AV, media contractors.
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Multimedia Designer — University of Michigan School of Social Work

2016 – 2024 | Ann Arbor, MI

- Produced photography, video, publications, podcasts and digital campaigns for recruitment, research, and advancement of educational products, including maintaining a decades long media archive.
 - Designed, produced and disseminated award-winning viewbooks, magazines, newsletters and strategic communication assets.
 - Managed social media content and analytics across Instagram, Facebook, LinkedIn, YouTube, and Twitter.
 - Ensured accessibility, brand consistency, and UX clarity across creative work.
 - Collaborated with faculty, staff, and university partners to support key initiatives.
Award: CASE V Gold Prize for Best College Viewbook (2021).
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Commercial Photography & Campaign Work

Hudson Cannabis

- Produced product photography, still lifes, and environmental images for a multi-platform brand campaign.
- Created video commercials and a full asset library for print, digital, and retail use.
Portfolio: <https://www.nikimidwest.com/hudson-cannabis>

1906 “Off Duty” Product Launch

- Photographed still lifes and lifestyle assets; produced launch videos and event coverage.
- Delivered cohesive visual content for web, social, and marketing rollout.
Portfolio: <http://nikimidwest.com/1906>

Perricone Farms / Natalie’s Juice (Human NYC)

- Photographed workers, orchards, and brand lifestyle imagery for a website refresh and asset library. Portfolio: <https://www.nikimidwest.com/perricone-farms>
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Editorial Photojournalism & Institutional Storytelling

Ongoing

- Regular contributor to **The SF Standard, Eater, The Chronicle of Higher Education, Stanford University**, and local nonprofits.
 - Photograph news, culture, politics, food, and campus features; produce portraits and event coverage.
 - Publish narrative-driven photo essays supporting institutional and editorial goals.
 - Pitch original stories; work featured by NPR and national outlets.
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Freelance Director / Video Producer

- Produce short documentaries, student/faculty profiles, and creative promotional videos.
 - Oversee scripting, filming, lighting, editing, color grading, and audio. Maintained media libraries.
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EDUCATION

Bachelor of Fine Arts, Cum Laude

University of Michigan Stamps School of Art & Design

CORE SKILLS

Digital Storytelling: Photography, video, editing, writing, event coverage, faculty/student profiles

Social Media Strategy: Instagram, LinkedIn, YouTube, Facebook, TikTok; analytics, scheduling and strategy.

Web & Digital Content: Building websites in squarespace, wordpress and cargo, UX writing, accessibility, SEO, HTML/CSS basics

Branding & Design: Adobe Creative Suite, print and digital design, templates, newsletters, digital and print signage, visual identity systems, books and zines.

Collaboration & Leadership: Training content owners, vendor management, digital asset organization, cross-vendor coordination.

SELECT AWARDS, EXHIBITIONS & PUBLICATIONS

- Books & Zines: *Within Wheel, UAW Stand Up Strike, Hearse Fest, Horse Faced Pony*

Rider, SMOKE

- Exhibitions: Mass MoCA (Video assistant with Osman Khan), Detroit Artist Market, Playground Detroit, 333 Midland
 - Grants: Red Bull House of Art (2020), DEI Impact Award (2024), Michelle Scharra Residency (2018)
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SELECT SHORT FORM VIDEO

Work as Content Producer for Ultimate Fighting Bots IG [@ufbots](#)

[Ultimate Fighting Bots 5 Recap](#)

[Lifter](#)

[Master Ken V.S. Linus](#)

[Bot Upgrades](#)

[What's Next with Ultimate Fighting Bots](#)

[Fight Day](#)

Short Docs

[Downtown With Jett Lara](#)

Music Videos

[Savings, Summer Like the Season](#)

[BURN, Decliner](#)

[Spiral Heart, Slim Willie](#)

Commercial Shorts

[How To Fly To the Moon](#)

[1906 New High](#)

[1906 Rotoscope](#)

[Moon Rocks](#)

[Hudson Cannabis How To Fly to the Moon](#)

[BTS Moon Rocks](#)