






WILLIAM DODD

Mid-weight Graphic Designer
Illustrator

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6 East Avenue 
London
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EDUCATION

Undergraduate Degree
Graphic Design - 2nd Class BA (hons)
University of the West of England
2018 - 2021

A Level's
Fine Art - A
Graphic Communication - A
Media Studies - C
St. George's Sixth Form, Harpenden
2015 - 2017

GCSE's
10 GCSE's from grades A*- C including
Maths and English, and an A* in Fine
Art.
St. George's School, Harpenden
2010 - 2015

TECHNICAL SKILLS

Highly proficient in the following:

Adobe Photoshop
Adobe InDesign
Adobe Illustrator CC
Adobe Premiere Pro
Adobe Animate
Adobe After Effects
Adobe Lightroom
Microsoft Office - PowerPoint, Word,
Excel, Outlook, Publisher
Freehand Drawing
Stop Motion Animation
Typography
Branding

PROFILE

As an experienced Mid-weight Graphic Designer, I possess a discerning eye for thoughtful editorial design, a deep understanding of layout and typography, and a refined sense of hierarchy and balance. Grounded in both artistic ambition and practices, I seamlessly merge creative and commercial considerations in my work. My portfolio, accessible at williamdodd.com, serves as a testament to my proficiency in both freehand and digital technical skills, all while reflecting my passion for film, culture and branding, honed over years of dedicated illustration. I am passionate about advocating for innovative and top-tier design. Whether working independently, remotely, or under tight deadlines, I thrive on the challenge, fueled by enthusiasm, adaptability, and a familiarity with dynamic, fast-paced environments.

EXPERIENCE TO DATE

Graphic Designer

Eckersley O'Callaghan | February 2023 - Present

- In-house graphic designer and brand champion for architectural engineers of 160+ people and 11 global offices working in English, French and Chinese.
- Manager of all briefs and design solutions for campaigns from concept to delivery and providing direction to Marketing Assistants and Bid Coordinator.
- Collaborating with Directors from all global offices and Marketing Manager to maintain consistent style whilst committed to design excellence and elevating the brand increasing engagement in a deadline driven environment.
- Lead decision on imagery used across all visual communication material. This includes the commission and purchase of project photography.
- Creating and printing brochures for external and internal communications, as well as automated report templates, exhibition and event leaflets, wall mounted large scale project boards and exhibition banners.
- Creating first ever PowerPoint templates for the company, email campaigns for Christmas, New Year and Chinese New Year, as well as social media content in static and motion graphics.

Graphic Designer / Branding Executive

Brik Estate Agents | January 2022 - January 2023

- Reinvigorating the design and production of quarterly property magazine, distributed to 10,000 residents, in print and on digital platforms.
- Planning, designing and delivering campaigns including large scale digital and print billboards around London and on Underground stations to promote Brik's induction to Carbon Neutrality.
- Redesigning and updating the company website and blog, with a focus on audience engagement and cross-platform synergy. This includes devising, designing and uploading to Brik's social media daily.
- Creating and launching property details through Adobe InDesign, editing photos and working directly with vendors, responding to any design changes.
- Overseeing the design, printing and distribution of weekly flyers and booklets to market properties to vendors. This supported my colleagues in achieving lettings and sales.
- Managing multiple internal and external stakeholders and schools to design and produce sponsorship boards to promote local events.
- Liaising with senior management and the wider team in order to deliver design work promptly and to brief.

PORTFOLIO

Full Portfolio of Design and commission work available at williamdodd.com

SOFT SKILLS

Marketing Strategy

Project Management

Ability to work collaboratively with others

Proactive, enthusiastic and engaged

Ability to work independently

Excellent time management and organisation skills

Adaptable set of design skills

Experience of project budgeting

REFERENCES

Available upon request.

EXPERIENCE Continued

Contributing Illustrator

Beneficial Shock! Magazine | July - November 2023

- Guest illustrator in Beneficial Shock's 8th Issue: Awe and Wonder
- Creating artwork to support article titled 'Threat from Above', consisting of hand-drawn illustrations from independent films 'Melancholia', 'Take Shelter' and 'White Noise'.
- Liaising with Editor-in-chief Gabriel Solomons over many calls to reach a high quality hand-drawn outcome, releasing Worldwide in print format in November.

Student Representative

University of the West of England | September - May 2021

- Liaising my peers, our course leaders, wider university staff and the Students' Union to advocate for quality education in the wake of the pandemic.
- Attending department committee meetings on behalf of my peers. Contributing to discussions about course delivery, minuting and reporting any resolutions to my fellow students.
- Communicating clearly, concisely and constructively with all stakeholders.

Concept Artist, RSA Student Design Awards 2020

- Conceptualising, planning and delivering design work to the brief "Right to Breathe". This project achieved a top three result in the competition.
- Collaborating with all members of the team to deliver the project to a high standard, meeting the deadline promptly.
- Producing the concept artwork to communicate our ideas and principles to the judging panel.

Senior Sales Advisor

Stevenson's School Uniform | April - September 2018, May - September 2019

- Responsible for floor sales during the busiest period of the sales calendar.
- Working independently and as part of a large team to deliver excellent customer service.
- Working flexibly, often undertaking very early or late shifts to accommodate the busier sales times.
- Responsible for training new staff to a high standard.

Work Experience

AECOM & Artscape Art Supplies | 2014/15

- Developing technical skills, such as using Rhino and Grasshopper CAD software.
- Improving transferable skills such as confidence working with clients and customers.

Commissioned Artist

2017 - Present

- A large-scale painted mural in St George's Sixth Form Centre.
- Illustrated pencil and ink portraits of pop-culture figures, including Oscar Isaac, Tom Hanks and Daniel Kaluuya. These are available to view at www.williamdodd.com/illustrations.
- Photo-realistic family portraits, completed with graphite and ink on cartridge.
- The album cover and digital artwork for Kristian Dodd's debut album. This included planning, designing and rendering all artwork, as well as being responsible for photography.