

CECILIA ODONG

SENIOR INTEGRATED DESIGNER (FREELANCE)

PORTFOLIO

www.ceciliaodong.com

LET'S CONNECT

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BIO

Female (She/her)
Central London, UK

EDUCATION

Falmouth University
(BA) Hons Graphic Design
(2011-2014)

Bishop Vesey's Grammar
2 A levels: Art, Psychology
(2009-2011)

TECHNICAL SKILLS

- Photoshop - Expert
- InDesign - Expert
- Illustrator - Expert
- After Effects - Intermediate
- Keynote - Intermediate
- Microsoft Office - Intermediate
- Figma - Basic

KEY SKILLS

- Conceptual thinker
- Time management
- Autonomous and self reliant
- Always curious
- Self initiated up-skiler

SOCIAL SKILLS

- Social butterfly who thrives on team energy
- Calm in a crisis
- Fun, kind and down to earth
- Known for changing hair colour based on the time of year (currently black, brown, gold and white)

PROFILE

London-based freelance senior designer specializing in advertising and branding, with a versatile skill set covering campaign, print, digital, and social design. Proven track record in contributing to diverse campaigns on both small and large scales. Adept at creating a distinct look and feel, developing visual identities, and generating key visuals. Experienced in the seamless rollout of digital assets, production of branding materials, preparation of print-ready artwork, crafting motion graphics, and applying conceptual thinking to compelling pitches.

SENIOR FREELANCE EXPERIENCE

- **VMLY&R, The Pharm** Jan - Oct 2023
- **Harbour London** Mar 2023
- **Lord's Cricket Ground** Feb 2023
- **Volant Media** Jan, 2023
- **VMLY&R, The Pharm** Mar - Dec 2022
- **Haygarth** April 2022
- **Adara Architects** Mar 2022
- **CYLNDR** Feb 2022
- **WHAM Agency** Jan 2022
- **BMB Agency** Dec 2021

VMLY&R, THE PHARM, Jan - Oct 2023 / March 2022 - Dec 2022

Clients: Boots, No7, Soap & Glory, Sleek, Boots Pharmacy, Boots Opticians

- Spearheaded diverse campaigns, overseeing both small and large-scale projects
- Developed and created visual identities across various mediums:
 - Print Design (Newspapers, In-store displays, Cover wraps, Out-of-home)
 - Digital Design (Television, Social Media, Display Ads, Skins)
- Established distinct look and feel, contributing to the development of visual identities
- Generated key visuals, from conceptualization to creation and subsequent artworking
- Facilitated seamless rollout of digital assets and production of branding materials.
- Prepare print-ready artwork
- Take branded packaging and create visual identities for adverts
- Bringing ideas to life through motion graphics
- Applied conceptual thinking to create compelling pitches for clients

HARBOUR LONDON, Mar 2023

Client: Network - health service discounts

- Social asset creation
- Icon generation: ideas, concepts and final delivery
- Email templates
- Website landing page

LORD'S CRICKET GROUND, Feb 2023

- Printed A5 64pp season guide of Middlesex cricket club
- Printed A5 44pp accounts booklet with season fixtures
- Liaise and present to Operations Director to ensure timely execution
- Understand and produce text, number and table heavy based documents

ADDITIONAL EXPERIENCE

- **Cheil Europe** Dec 2018 - Dec 2021 *Creative Designer*
- **VMLY&R London** Nov 2017 - Dec 2018 *Digital Designer*
- **intu Properties** Mar 2016 - Oct 2017 *Junior in-house Designer*
- **Elmwood** Jan - Feb 2016 *Intern*
- **This is Embrace** Jan 2015 - Oct 2015 *Junior Designer - Redundancy*
- **Smith & Milton** Oct - Dec 2014 *Intern*

CHEIL EUROPE, Dec 2018 - Dec 2021

- Created a visual style for NIVEA's online presence and produced content for their website and social channels.
- Worked on Samsung campaigns, branding projects, digital promotions, printed collateral, and an AR in-store project at Samsung KX site.
- Developed three new channel identities for Samsung TV Plus, from logo creation to storyboarding channel bumpers and ad slates.