

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)

AWARDS

- Bronze - Epica Award 2023
in Print Craft

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-skinner

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 specialising 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, web and app design, production of branding materials, preparation of print-ready artwork, crafting motion graphics, and applying conceptual thinking to compelling pitches.

SENIOR FREELANCE EXPERIENCE

- VML, The Pharm** Oct 2024 (to year end)
- J2**, Sep 2024
- Cheil Europe**, Aug 2024
- VML, The Pharm** Aug 2024
- Matchroom boxing** Jan - July 2024
- Goodstuff** Dec 2023 - June 2024
- Evelyn Health** Oct 2023
- VML, The Pharm** Jan - Oct 2023
- Harbour London** Mar 2023
- Lord's Cricket Ground** Feb 2023/2024
- 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

& OUTLINE OF SOME POSITIONS:

GOODSTUFF, Dec 2023 - June 2024

- The development and designing of multiple internal events and Media Showcase event including numerous PowerPoint decks, digital and printed assets
- The designing of various pitches includes bespoke designed pitch decks
- Client work, IHG: designing of a range of paid social and programmatic banner ads for launch of Intercontinental and Vignette hotel launches
- Client work, GDK: Basic animation/static design: creation, production and final delivery

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

LORD'S CRICKET GROUND, Feb 2023 / Jan 2024

- Printed A4 196pp Annual Report
- 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 clear text, statistics 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.