

www.ceciliaodong.com

Hey,

I'm Cecilia, I am an experienced freelance senior designer with a specialisation in advertising, branding, campaigns, print and digital design. Currently, I am actively searching for a fresh opportunity to leverage my skills and contribute to a dynamic team. I thrive on pitches and love to keep busy in my downtime such as actively keeping up with courses. I'm currently in a deep dive of AfterEffects, so if I don't know the software I will take it upon myself to learn, and educate myself.

I graduated from Falmouth University in 2014 and my most recent contract has been at VMLY&R / The Pharm. Working for Boots, Boots Opticians, Soap and glory, Love Island Winter 2023 and No7. And prior to that have been in the Advertising and branding world.

My last permanent role was as a Designer for Cheil Europe. I was split working as Lead Designer for NIVEA/NIVEA Men UK and a Designer for Samsung UK/Samsung Germany. My work was to create a visual style for NIVEA's online presence and then produce content that spanned across their website, all social channels including reactive content, audience-based participation and adding a visual style to their e-commerce.

With Samsung – I worked alongside a Creative Director on both small and large campaigns, branding projects, digital promotions, printed collateral, AR instore project at Samsung KX site and on across their own Samsung TV Plus range. On their TVs, I've created three new channel identities. This consisted of bringing the brand to life from the initial logo creation, all the way to storyboarding the channel bumpers and ad slates.

I'm a social butterfly who thrives on the energy of the team around me. I'm told I'm fun and down to earth, calm in a crisis and people like that I change my hair colour depending on the time of year (it's currently black, brown, gold and white). I hope I get the chance to work with you, so hope to hear from you soon.

My references are available on request.

Best,
Cecilia