

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
- Figma - Intermediate
- After Effects - Intermediate
- Keynote - Intermediate
- Microsoft Office - Intermediate

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

- Nadine Merabi (Brand Strat, UX) Aug 2026
- Musician 'YUNGBLUD': 2025/2026
- Lord's Cricket Ground 2024/2025/2026
- Alpha Sights Global March - Nov 2025
- Jack Morton March 2025
- VML, The Pharm Oct 2024/25
- 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
- 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

ESSENTIAL EXPERIENCE & SKILLS

Overview

Across freelance and agency roles, I've developed campaigns and visual identities for brands including Samsung, Boots, No7, Soap & Glory, Sleek and NIVEA, taking work from initial concept through to final artwork across print, digital, social and motion.

Nadine Merabi Aug 2026

Audited and repositioned the brand's strategy, then used that thinking to lead a full redesign of their website and app: UX/UI, user flows and information architecture, e-commerce design across product pages and checkout, and one consistent visual language across both platforms.

Lord's Cricket Ground (2024/2025/2026)

Three years producing Lord's 196pp annual report, season guide and fixture card, managing text, statistics and table-heavy content while liaising directly with the Operations Director to ensure timely delivery.

Goodstuff (Dec 2023 - June 2024)

Designed internal events and the Media Showcase, including bespoke pitch decks and digital and printed assets, plus client work for IHG (paid social and programmatic banner ads for the Intercontinental and Vignette hotel launches) and GDK (animation and static design, from concept to final delivery).

VMLY&R/VML, The Pharm (Oct 2024/25)

Developed distinct look and feels and visual identities for Boots brands, spanning newspaper, in-store and out-of-home print through to TV, social, display ads and skins, generating key visuals from concept through to production-ready artwork and branded packaging.

ADDITIONAL EXPERIENCE

Cheil Europe (Full time employment)

Created NIVEA's online visual style and content across their website and social channels, and worked on Samsung branding, digital promotions, printed collateral and an AR in-store project at Samsung KX. Also developed three new channel identities for Samsung TV Plus, from logo through to storyboarded bumpers and ad slates.

- 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