

# WILLIAM L. LITTLE

## EDUCATION.

Kingston University  
2000 - 2003  
BA (Hons)

Product & Furniture Design

The Surrey Institute  
of Art & Design  
1999 - 2000  
BTEC Diploma  
Foundation Studies

A Levels  
Design & Technology, Art,  
and Geography

## I.T. SKILLS.

I am experienced with both Mac  
and Windows operating systems

I have advanced skills in the use  
of InDesign, Illustrator, Photoshop,  
Acrobat (CC), Figma, Keynote,  
Powerpoint and Google Slides

I also have a working knowledge  
of the Microsoft Office suite

## NOTABLE CLIENTS.

888Sport  
ABB Robotics  
Absolut Vodka  
Arlo Home Security  
Baileys  
Beefeater Gin  
Boots  
British American Tobacco  
Cancer Research UK  
Ford  
Google  
Havana Club  
HSBC Private Bank  
Huawei  
Hiscox Insurance  
iTunes  
Jaguar Land Rover  
Jameson Whiskey  
Lambs Spiced Rum  
Lotus Cars  
Marks & Spencers  
Pernod Ricard  
Renault  
Sister & Co.  
Stoneleigh Wine  
The Body Shop  
The British Red Cross  
YO! Sushi

## REFEREES.

Available on request.

## PORTFOLIO.

[www.design45.co.uk](http://www.design45.co.uk)

## CONTACT.

[william@design45.co.uk](mailto:william@design45.co.uk)  
+44(0)79 6691 0058

## PROFILE.

I'm a passionate, experienced, brand savvy and award-winning designer who's been in the industry for over ten years. I have some great global brand experience under my belt and a varied portfolio that's full of case studies and examples of FMCG and premium brand work. I work effectively and efficiently to deliver strategically creative solutions. I'm just as confident leading a project from start to finish as I am working with creatives and taking direction. I love being part of a team but can also happily, and effectively, work under my own autonomy. I can art direct, retouch, design infographics, websites, social assets. I can illustrate. I love layout design and typography. I've worked on numerous branding and logo projects. I've even directed an award-winning short film for Havana Club.

## WORK HISTORY.

### Foxtrot Papa - Senior Designer (Freelance)

November 2023 - January 2024

Concept development work for a launch event for the all-new Lotus Emeya, a fully electric hyper-GT car. Work involved creating realistic visuals and mock-ups.

### FCB Inferno - Senior Designer (Freelance)

October 2023

Developing the new brand campaign for Intuit QuickBooks. The campaign was based on four routes, each route being lead by characters - Boudica, Hercules, Sleeping Beauty and the Three Bears. Deliverables included OOH, press and digital.

### VMLY&R - Senior Designer (Freelance)

August 2023

Key visual development for Rothmans.

### Foxtrot Papa - Senior Designer (Freelance)

May 2023 - June 2023

Working as an infographics designer for the launch of the all-new Lotus Eletre, an all-electric, striking and progressive Hyper SUV. I helped to translate intricate data into compelling visuals and illustrations that were used at a two-day launch event in Norway for over 120 automotive media representatives.

### Hill+Knowlton Strategies - Senior Designer (Freelance)

March 2023 - May 2023

Artworking and package design for Durex.

### Trainline - Senior Designer (Freelance)

March 2023

Working on the output of multilingual CRM campaigns using Figma.

### Superunion - Senior Designer (Freelance)

February 2023 - March 2023

Brand development for ofi. ofi is a major food and agri-business company, operating in 60 countries and supplying food and industrial raw materials to over 20,900 customers worldwide. Its value chain includes farming, origination, processing and distribution operations.

### Pernod Ricard - Senior Designer (Freelance)

January 2022 - November 2023

Working with the design team across Pernod Ricard's portfolio of alcohol brands. Work includes artworking, concepting, visualising and presentation decks. Predominantly working solo on projects, but also working alongside creatives to deliver new and exciting brand concepts.

### Foxtrot Papa - Senior Designer (Freelance)

October 2021 - December 2021

Creating illustrations for the launch of the new Range Rover. Creating a look and feel for a new app for Lotus Cars. Creating a series of isometric illustrations to be used in marketing animations for ABB Robotics. Presentation work for ABB Robotics.

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Huawei  
Hiscox Insurance  
iTunes  
Jaguar Land Rover  
Jameson Whiskey  
Lambs Spiced Rum  
Lotus Cars  
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## WORK HISTORY (CONTINUED).

### Brave Spark - Senior Designer (Freelance)

July 2021 - October 2021

Art direction and design lead working on the brand development of Arlo Home Security. The main task has involved developing a new look and feel for the brand, spanning their website, social assets, in-store and key visuals. I have also worked on the development of a new micro-site for Cancer Research UK as well as social assets for Hiscox Insurance.

### VMLY&R - Senior Designer (FTC)

March 2020 - April 2021

Acting as design lead for one of the agencies main accounts. Working on launch assets of new products for British American Tobacco - I had sole responsibility for producing all assets, ranging from key visuals, infographics, icons to web design. I was also heavily involved with presentation decks, retouching and artworking. I frequently managed multiple projects and always ensured work was completed on time. Efficient time management was a key part of the role. I also regularly assisted with presenting work; both internally and to the client.

### Foxtrot Papa - Senior Designer (Freelance)

October 2019 - February 2020

Creating a series of posters to celebrate the 50th anniversary of the Range Rover. I also lead a branding project for a new supercar company, Naran Automotive. Working on various Jaguar Land Rover briefs.

### Ogilvy - Senior Designer (Freelance)

September 2019 - October 2019

Print and layout design for a Boots Eyewear campaign. PowerPoint presentation work for a major Boots presentation.

### Pernod Ricard - Senior Designer (Freelance)

April 2019 - June 2019

Art Direction and graphic design. I acted as design lead for a project showcasing a collaboration between Havana Club and The Ends Festival, a music festival in Croydon. Work involved art directing and directing a film of the collaboration and creating all of the accompanying social media assets.

### Ogilvy - Designer (Freelance)

October 2018 - April 2019

Digital artworking and design for a major Boots email campaign.

### Truant London - Designer (Freelance)

June 2018

B2B and B2C Royal Caribbean marketing materials, print and digital.

### Foxtrot Papa - Designer (Freelance)

January 2018 - June 2018

Working on various Jaguar Land Rover briefs including infographics, press packs, technical drawings and posters. I have also been involved with winning pitch presentation for Huawei and Tata. Most recently creating social media assets for Renault.

### Grey Advertising Ltd - Designer (Freelance)

April - August 2017

Desk top publishing and presentation design. In-house projects, Marks & Spencers AW17 and Lenor.

### The Upside - Designer (Freelance)

April 2017

Powerpoint presentation work.

### Foxtrot Papa - Designer (Freelance)

January - May 2017

Creating a series of infographics for the launch of the new Range Rover Velar. Brand identity development for new Jaguar car launch.

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Google  
Havana Club  
HSBC Private Bank  
Huawei  
Hiscox Insurance  
iTunes  
Jaguar Land Rover  
Jameson Whiskey  
Lambs Spiced Rum  
Lotus Cars  
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**We are Friday Ltd - Designer (Freelance)**  
**January + July 2017**

Creating presentation decks for HSBC Private Bank and The British Red Cross.

**Founded - Designer (Freelance)**  
**November 2016 - January 2017**

Working on presentation decks for Samsung.

**Havas Helia - Designer (Freelance)**  
**December 2016**

Graphic design work for Tesco.

**Recipe London - Designer (Freelance)**  
**December 2016**

Social media content for 888sport.

**Beyond - Designer (Freelance)**  
**November 2016**

Presentation decks for Google/ DoubleClick.

**The Future Factory - Designer (Freelance)**  
**November 2016**

Keynote presentation work.

**Foxtrot Papa - Designer (Freelance)**  
**October 2016**

Graphic design work for Jaguar Land Rover..

**Fetch - Designer (Freelance)**  
**October 2016**

Social media content for Apple Music.

**Ogilvy PR - Designer (Freelance)**  
**August 2016**

Bacardi presentation deck.

**Creative United**  
**August - October 2016**

Annual report design.

**Forward**  
**August - September 2016**

Annual report design.

THANK YOU.