

# WILLIAM NIGHTINGALE

G R A P H I C D E S I G N E R

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A determined self-starter with an eagerness, and desire for knowledge. Thriving on any challenge and relishing any opportunity that presents itself. Well travelled and culturally literate in the field of graphic communication and the arts.

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## EDUCATION

### Chelsea College of Art, London, UK

Masters in Graphic Design Communication | 2010 - 2011

### Plymouth College of Art, Plymouth, UK

BA honours degree | 2006 - 2009

### College of Richard Collyer, Horsham, UK

A Level: Graphic Design, Fine Art, English Language and Literature, Media Studies | 2004 - 2006

## WORK HISTORY

### Madano, London

May 2023 - Present

**Position:** Senior Designer

**Responsibilities:** My role is heavily based in creating and over seeing impactful designs for clients mainly based within the healthcare sector. This requires being proficient in sub branding, infographics, and visually compelling solutions that inspire and empower.

### Designate, Brighton

May 2022 - May 2023

**Position:** Senior Designer

**Responsibilities:** I collaborated with LV=, Brittany Ferries, Inspiring Travel Company, University of Sussex, and Brighton i360. Specifically, I led the rebranding of Inspiring Travel's subbrand within ITC, managing tasks like video editing and logo redesign. Additionally, I played a pivotal role in revitalizing Brighton's i360 new branding, logo, and establishing new brand guidelines.

### Oliver Agency, London

February 2016 - May 2022

**Position:** Lead integrated designer / Senior conceptual designer

**Responsibilities:** I worked with City & Guilds, Hogan Lovells, Pinsent Masons, and Barclaycard, introducing new brand guidelines, collaborating on brand campaigns, leading projects, and managing client expectations from brief to production. I also served as a brand and design consultant, ensuring all collateral aligned with client design values.

## WORK HISTORY

### Horsham District Council, West Sussex

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January 2013 - September 2015

**Position:** Graphic designer / Head of design production

**Responsibilities:** I spearheaded the extensive rebranding of Horsham District Council and designed numerous events in the area throughout the year. I also created publications promoting council services and assisted in relaunching the primary website, providing ongoing updates and designing digital content infrastructure.

### Watson & Company, New York

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January 2012 - December 2012

**Position:** Graphic designer / Head of design production

**Responsibilities:** Junior designer on various brand identity concepts: handled client requirements and specific logistics. Designed, managed and produced invites for the Helmut Lang exhibition 'New Sculptures' at 24 Washington Square. Collected samples, tested material mechanics, and oversaw project from initial concept through to final production.

## COMPUTER LITERACY

Adobe Master Suite; Photoshop, Illustrator, InDesign, Premiere Pro, After Effects. Logic Pro Studio.

## MEMBERSHIPS

University of the Arts London, Tate Britain, Royal Academy of Arts

## ADDITIONAL INFORMATION

Annual volunteer and riding assistant at Wyle Valley Disabled Horse Riding Camp in Wiltshire. [www.wylvalleycamp.org](http://www.wylvalleycamp.org)

## REFERENCES

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