



WILL HALL

GRAPHIC DESIGNER

SCAN ME



Mac OS



Word
Powerpoint



Photoshop
Illustrator
InDesign
Premiere Pro



Sketchup



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INSTAGRAM

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PORTFOLIO

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ABOUT ME

For over 20 years I have supported companies' growth in every aspect of product development, sales and marketing, through the creation of sales materials, learning aids, new product development and brands, I have watched companies and industries grow, and I have grown with them.

My skillset is continually growing to incorporate the latest technology and utilise the latest innovative design practices and trends.

As a senior designer, I use the knowledge and skills I gain to train and mentor team members and to support clients with their business development.

WORK EXPERIENCE

GRAPHIC DESIGNER

Tchibo Coffee International Ltd.

06/2008

- 05/2023

Interior Concepts & 3D Design

Using Sketchup and InDesign, I designed the layout, bespoke furniture and décor for the Smokin' Bean lounge; a staff breakout & brand showcase area – This was used as a welcoming environment for potential customers to experience the ambience of our newest coffee brand. I also created the Piacetto Café in our head office so customers could immerse themselves in Italian coffee culture and improve the customer experience, I included Italian / English signs and menus as well as features such as a bespoke Vespa and a Florence full-window graphic.

Furniture

Over the last 15 years in the coffee industry I have been fortunate to work on numerous brands at the ground level. Probably the most innovative design I created was the coffee furniture we called the Piccolo, this was unique as a space saving solution to house the coffee machine, ancillaries, menu and cups, all within a meter square footprint, invaluable in the convenience and petrol forecourt sectors where space is at a premium. My innovation paved the way for similar trends throughout the coffee industry, I have since improved and evolved all its subsequent incarnations.

EDUCATION

Surrey Institute of Art & Design

BA (Hons) Graphic Design

Diploma in Foundation Studies

JOB HISTORY

- **Tchibo Coffee International Ltd.**
Graphic Designer
06/2008 - 05/2023
- **UAP / CMPi**
Graphic Designer
10/2005 - 12/2007
- **UAP / CMPi**
Graphic Visualiser
10/2001 - 10/2005



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TRAINING

- **Sketchup - Intermediate to Advanced**
London Software Training
- **Sketchup - Beginner to Intermediate**
Xchange Training
- **Filming with a Smartphone**
Media Training Ltd.
- **Typography in InDesign**
Media Training Ltd.
- **SCA Barista Skills - Intermediate**
- **SCA Barista Skills - Professional**

PERSONAL SKILLS

- Artistic
- Creative and innovative
- Self motivated
- Team leader
- Adaptable
- Effective Communication
- Strong organisational skills

INTERESTS



Photography / 360 / Drone



Gym / Basketball



Languages



Cinema



Travel

WORK EXPERIENCE CONTINUED



Learning and Teaching

I have created numerous coffee guides and manuals, including a coffee table book for Hilton Hotels, this encompassed everything from the history of our relationship with Hilton, to the history of coffee itself, enhanced with infographics and illustrations. I used the knowledge gained from attaining a Professional Level Barista qualification to compile this, the knowledge gained was also essential for in-house training and customer latte art, products and in-house training.



Branding

I designed the logo, story and initial design concept for the company's most recent coffee success story, Smokin' Bean. This is Tchibo Coffee Service's prominent brand in the Education, Forcourt and Convenience sectors including Tesco in Ireland; the brand is a serious rival to Starbucks and Costa. I also developed the Extract brand, an affordable alternative to Smokin' Bean in the Irish market. I was also the custodian to the Piacetto brand and was involved in its evolution as well as maintaining the brand guidelines in all aspects of it's use, I improved hospitality and education sites with POS, furniture, wall artwork and signage.



Catalogues & Brochures

I evolved the Espresso Warehouse catalogue to appeal to an ever changing coffee market, mirroring this to it's sister publication for recipes and ingredients; Stir it Up magazine. This was a simple yet impactful style and promoted the idea of cutting out and keeping the recipes. These user-focused principals were also employed to create tender documents and sales collateral through the business.



Point-of-Sale / Digital Assets

As well as creating bespoke items of POS for customers, I designed online digital assets including digital till-point animations and GIFS. Videos were created for in-house and customer use to promote our products and as a learning aid, this enabled the customers to use developing technology to advertise our products and reach a wider audience



Exhibition Design

I regularly created shell-scheme panels and layout renders for exhibitions concentrating on ease of access, flow of customers and bespoke furnishings to enhance our product offer.



Logos & Illustration

I regularly utilise traditional sketching techniques in my designs, with these forming the basis of my infographics and logos giving the work a more personal touch.