

WILL HALL
GRAPHIC DESIGNER

PDF PORTFOLIO

BOLD IDEAS. SMART DESIGN. LASTING IMPACT.

ABOUT ME

With 25+ years of turning ideas into impactful design, distinctive brands and smarter marketing, I combine creative thinking with commercial awareness to deliver effective solutions. Curious and adaptable, I embrace emerging trends, new technology and smarter ways of working. Collaborative by nature, I build strong relationships, share knowledge and transform complex challenges into clear, engaging visual solutions that connect with audiences, strengthen brands and drive business objectives.

WORK EXPERIENCE

ME GROUP PLC.
GRAPHIC DESIGNER
11/2023 → 10/2026

NATIONWIDE REBRAND ROLLOUT
Coordinated the design and rollout of system decals and on-screen advertising nationwide for the Wash.ME and Photo.ME brands. Created Point of Sale items and advertising across digital and print channels, ensuring consistency across customer touchpoints.

KIDZONE CONCEPT
Supported the development and rebranding of Kidzone - a dedicated area for children's rides in shopping centres within the Amuse.ME portfolio. I created the new brand identity with bespoke environmental branding, establishing a playful, recognisable and cohesive experience.

SOCIAL MEDIA
Created social media campaigns and digital assets across ME Group brands, combining Photoshop, InDesign, Premiere Pro and AI elements. Used online trends as inspiration to develop timely, visually engaging content that increased brand personality and audience interaction.

EXHIBITION & FURNITURE DESIGN
Developed machine furniture for Print ME photo kiosks displayed in Morrisons, Tesco and TG Jones. Created effective, brand-centric exhibition furniture using SketchUp, Photoshop and InDesign, balancing functionality, presentation and customer engagement.

SKILLS

- MAC OS
- WORD | POWERPOINT
- SKETCHUP
- INDESIGN | PHOTOSHOP
  ILLUSTRATOR | PREMIERE PRO
  AFTER AFFECTS

EDUCATION

SURREY INSTITUTE OF ART & DESIGN
BA (Hons) Graphic Design
Diploma in Foundation Studies

JOB HISTORY

ME GROUP PLC.
GRAPHIC DESIGNER
11/2023 → 10/2026

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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TCHIBO COFFEE INTERNATIONAL LTD.
GRAPHIC DESIGNER

06/2008 → 05/2023

BRANDING
Originated the Smokin' Bean brand identity, story and design concept, extending the company brand with a contemporary twist. Developed Extract, a cost-effective coffee brand. Evolved the Piacetto coffee brand through POS, furniture, signage and environmental graphics.

FURNITURE DESIGN
Developed the original concept and all incarnations of the Piccolo - a pioneering, compact, 1m² coffee station integrating machine, storage, menu and ancillaries. Provided a practical, streamlined solution for space-critical environments including forecourts, convenience stores and compact retail settings.

LEARNING & TEACHING
Created coffee guides, training manuals and learning materials, including a coffee table book for Hilton Hotels. Combined professional barista knowledge with engaging design, making complex information accessible while supporting effective customer and staff training.

INTERIOR CONCEPTS & 3D DESIGN
Designed layouts, bespoke furniture and décor for the Smokin' Bean lounge, a combined brand showroom and staff breakout area, and Piacetto Café, a branded Italian-style in-house café. These immersive spaces strengthened customer experience while promoting the brand.

CATALOGUES & BROCHURES
Reimagined the Espresso Warehouse catalogue and Stir It Up recipe magazine with simple, engaging design. Applied the same user-focused approach to tenders, sales collateral and marketing materials, creating clear communications supporting commercial and promotional objectives.

POINT OF SALE & DIGITAL
Designed bespoke POS, digital animations, GIFs and promotional videos for customers, internal teams and ceompany events. Used memorable video and design techniques to create engaging marketing and learning content, adapting each piece to its audience, purpose and platform.

EXHIBITION DESIGN
Designed exhibition layouts, shell-scheme graphics and bespoke furniture, balancing visual impact with customer flow, accessibility and product presentation. Considered the complete visitor journey to ensure each space communicated the brand clearly while encouraging interaction.

LOGOS & ILLUSTRATION
Used traditional sketching alongside digital design to create distinctive logos, illustrations and infographics, bringing a personal and characterful feel to brand communications. Developed visual identities with greater individuality, warmth and recognisable creative personality.

TRAINING

- SKETCHUP [ADVANCED]
- ADOBE AFTER AFFECTS - [INTRO]
- FILMING WITH A SMARTPHONE
- TYPOGRAPHY IN INDESIGN
- SCA BARISTA SKILLS - [PRO LEVEL]

PERSONAL SKILLS

- CREATIVE & ARTISTIC
- INNOVATIVE THINKER
- SELF-MOTIVATED
- CONFIDENT TEAM LEADER
- HIGHLY ADAPTABLE
- STRONG COMMUNICATOR
- ORGANISED & OUTGOING

INTERESTS

- PHOTOGRAPHY / 360 / DRONE
- GYM / WALKING
- CINEMA
- TRAVEL / CARIBBEAN

CONTACT

PHONE 07841 900 665
ADDRESS Epsom | Surrey
EMAIL willhalldesigner@gmail.com
WEBSITE will-hall.co.uk
LINKEDIN will-hall77