

WILLIAM NIGHTINGALE

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

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A concept-driven graphic designer with 10+ years' experience creating impactful brand identities and campaigns across corporate, lifestyle, and cultural sectors.

Known for combining strategic insight with elegant, idea-led design.

EDUCATION

Chelsea College of Art, London, UK

Masters in Graphic Design Communication | 2010 - 2011

Plymouth College of Art, Plymouth, UK

BA honours degree in Graphic Design | 2006 - 2009

College of Richard Collyer, Horsham, UK

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

WORK HISTORY

Freelance, London & West Sussex

May 2024 - Current

Position: Senior Designer

Responsibilities: I collaborate with clients and agencies to deliver brand identities, campaigns, and digital assets across multiple sectors. I work closely with stakeholders from concept to delivery, translating strategic objectives into clear and engaging visual solutions while managing multiple projects and deadlines independently.

Madano, London

May 2023 - May 2024

Position: Senior Designer

Responsibilities: As Senior Designer, I developed impactful visual identities and campaigns for healthcare clients, focusing on sub-branding, data-driven infographics, and clear communication. My work helped simplify complex information into accessible and inspiring visual solutions.

Designate, Brighton

May 2022 - May 2023

Position: Senior Designer

Responsibilities: Led creative projects for major clients including LV=, Brittany Ferries, and Brighton i360. Oversaw the rebrand of Inspiring Travel's sub-brand within ITC, delivering refreshed logos, video content, and brand guidelines. Played a key role in revitalising Brighton i360's visual identity, ensuring consistency and renewed public engagement.

Oliver Agency, London

February 2016 - May 2022

Position: Lead integrated designer / Senior conceptual designer

Responsibilities: As Lead Integrated Designer, I managed high-profile accounts including City & Guilds, Hogan Lovells, Pinsent Masons, and Barclaycard. I introduced refreshed brand systems, led multi-channel campaigns, and guided teams from concept to production ensuring every asset aligned with strategic brand values.

Horsham District Council, West Sussex

January 2013 - September 2015

Position: Graphic designer / Head of design production

Responsibilities: Led the full rebrand of Horsham District Council, creating event identities, publications, and digital materials. Supported the council's website relaunch with new content architecture and visual guidelines to significantly boost engagement,

Watson & Company, New York

January 2012 - December 2012

Position: Graphic designer / Head of design production

Responsibilities: Supported the design and production of brand identities and event collateral, including the Helmut Lang 'New Sculptures' exhibition at 24 Washington Square. Oversaw material testing and project delivery from concept through final execution.

TECHNICAL SKILLS

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.wylyevalleycamp.org

REFERENCES

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