



WILL HOLDSWORTH

SENIOR MARKETING DESIGNER • DIGITAL DESIGN • CREATIVE STRATEGY

willholdsworth.com
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07903377729
Bedfordshire, UK

EXPERIENCE

Strategic Graphic Communications Designer with 11+ years creating impactful presentations, infographics, brochures, and event collateral. Expert storyteller with superb design skills, passionate about translating complex ideas into compelling visual messages. Proven track record collaborating with leadership teams and cross-functional departments to deliver visually striking materials that communicate value to clients and stakeholders.

CORE SKILLS

DESIGN EXPERTISE

Adobe Creative Suite, Presentation Design, Information Design, Typography, Layout, Colour Theory, Corporate Branding

COMMUNICATIONS

Storytelling, Strategic Thinking, Visual Conceptualisation, Brand Strategy, Content Strategy

PROJECT DELIVERY

Presentations, Infographics, Brochures, Event Collateral, Portfolios, Leave-behinds, Templates, Pitch Decks

COLLABORATION

Leadership Engagement, Stakeholder Communication, Cross-functional Teams, Client Presentations, Strategic Brainstorms

EDUCATION

ILLUSTRATION / GRAPHIC DESIGN

2:1 BA Hons
The University of Portsmouth

FOUNDATION DIPLOMA

Distinction (Art & Design)
Oaklands College St. Albans

A-LEVELS

Photography, Art, Psychology
The Hemel Hempstead School

GSCES

Mathematics B English BC Science BB
The Hemel Hempstead School

PROFESSIONAL EXPERIENCE

November 2017 – Present

SENIOR MARKETING DESIGNER FUTURE SOUND & VISION LTD

Collaborated with senior staff and leadership teams to create impactful presentations, infographics, and marketing collateral that secured contracts with high-profile clients including Harrods, Apple, and Tottenham Hotspur

Developed creative conceptualisation and illustration of complex business visions and strategies, contributing to 24x revenue growth through compelling visual communication

Created high-quality templates and visual assets for international tradeshows, managing and maintaining materials for wider company use across USA and EMEA markets

Independently coordinated multiple marketing efforts against rapid and frequent deadlines while maintaining design quality and brand consistency

Presented work and ideas to key stakeholders with clear commercial application and rationale, demonstrating storytelling aptitude and strategic thinking

Led creative partnership across business, taking part in content and brand strategy brainstorming to translate complex ideas into engaging visual messages

2025

LEAD PRODUCT DEVELOPER & DESIGNER BUDGET BASE

Led full-stack development and design of consumer fintech application from concept to launch, including branding and marketing targeting millennials with shared financial responsibilities

Conducted market research and user persona development to identify gap in bill-splitting solutions, informing product strategy and positioning through strategic thinking

Developed presentation materials and pitch decks that effectively communicated complex product vision and strategy to potential stakeholders

Applied storytelling principles to craft compelling brand narrative that communicated value proposition to target audience

July 2017 – November 2017

GRAPHIC DESIGNER IZABELLE HAMMON

Worked directly with directors and design managers on critical projects with minimal supervision, demonstrating ability to manage rapid deadlines

Created new product range collateral and marketing materials, building consensus among multiple stakeholders including social media coordinators

Delivered first physical and digital product guide for external stakeholders, showcasing presentation design and information design expertise

March 2014 – July 2017

PHOTOGRAPHER & MARKETING COORDINATOR HARRIET KELSALL BESPOKE JEWELLERY

Executed full rebrand collaborating with external design and web-development agencies, demonstrating understanding of corporate branding and strategic visual communication

Conceptualised, pitched and delivered quarterly digital and print campaigns, showcasing ability to craft raw ideas into compelling messages for target audiences

Created efficient visual production pipeline ensuring consistent brand messaging across all marketing touchpoints and stakeholder communications

June 2012 – March 2014

BRAND AMBASSADOR TED BAKER

Designed and delivered internal staff training sessions, demonstrating presentation skills and ability to communicate brand understanding effectively

Applied strategic thinking to align product understanding with customer needs and brand values through visual communication

Maintained high visual merchandising standards contributing to business objectives, showcasing understanding of visual presentation impact