



WADE WILL DESIGN.

www.wadewill.design | hireme@wadewill.design



Senior designer & creative lead.

A Senior Multi-Media Designer and Art Director located at the intersection of aesthetic excellence and commercial success. I have 15 years' of professional experience and 27 years of experience with Adobe Creative suite having started Photoshop in 1999. I have worked across sectors primarily in luxury hospitality but also across fintech, automotive, education and fashion.

Staying abreast with the advances of AI, along with my experience across visual design, video and cross-media production makes me the ideal candidate to produce the work of a traditionally larger team.

I provide high level strategic oversight, utilising an entrepreneurial intuition to drive innovation and navigate complex organisational challenges.

I am a charismatic communicator and leader, adept at managing diverse creative talent and workflows for global agencies. My career is defined by a proven track record with major brands across the USA, Germany, and the UK, as well as on location experience in South East Asia. This global footprint allows me to lead international projects with a nuanced perspective, effectively bridging the gap between local execution and high-level global strategy.



Skills

Creative Direction
Brand Design
AI Augmentation
Prompt Engineering
Marketing Strategy
Creative Problem Solving
Brand Strategy
Design Systems

Conceptual Design
Video Direction
Video Editing
UX Design
Illustration
Motion Graphics
Audio Mixing
Presentation Design

Social Media Strategy
Trend Analysis
Design Research
Data Visualisation
Asset Management
Project Management
Print Production
Campaign Development

15 YEARS EXPERIENCE AS CREATIVE PROFESSIONAL

27 YEARS EXPERIENCE IN ADOBE CREATIVE SUITE

Personal information.

Male
Born, 8 March 1988
Based in Bali, ID + Marina Beach, ZA
South African Citizen

Education.

2005 Matriculated, Pinelands High School
2007 Diploma in Sound Engineering
2010 Communication Design AAA School (Incomplete)

Get in touch.

+66 83 827 4257 (WhatsApp only)
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Work history.



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Freelance Work

2011 - CURRENT

Successfully managing a high-end client portfolio currently specialisation in the luxury hospitality sector. I provide comprehensive, full-service media solutions, featuring high-level videography and cinematic storytelling tailored for premium brands. My expertise spans entrepreneurial finance, strategic self-marketing, and maintaining elite client relations within the luxury market.

Featured Client: Code Clothing

Developed a custom hand-crafted typographic logo and comprehensive branding for one of the fastest-growing fashion retailers in South Africa. Delivered a full suite of apparel designs, inspiration sets, swing tags, and marketing collateral prior to the official launch.

Aquila Collection | Creative Coordinator

FEB 2020 - OCT 2023 | HOSPITALITY & TRAVEL

As the sole Creative Lead, I architected the visual identities for a portfolio of luxury safari lodges and coastal retreats. I managed the end-to-end creative pipeline from brand strategy and high-stakes proposals to vibrant, cohesive visual representation across all touchpoints.

Strategic Collaboration: Worked directly with brand owners on high-stakes pitches, proposals, and new brand development.

End-to-End Management: Coordinated with brand heads to meet strict deadlines while staying ahead of global design trends.

Leadership: Balanced the creative demands of numerous distinct brands simultaneously, reinforcing my versatility.

Key Focus: Logo Design & CI Re-branding Social Media Design Merch & Apparel Print & Brochure Design Packaging Copywriting Video Editing TikTok Content Interior Design Traditional Media Ad Campaigns Event Branding AI-Assisted Design

99c (Shoprite/Checkers) | Digital Art Director

JUNE 2019 - JAN 2020 | RETAIL

Conceptualized and executed large-scale digital campaigns and animated media for one of Africa's largest retailers, often localized for international markets and foreign languages.

Key Focus: Campaign Conceptualization • Digital Ads • Photoshop Animation • Product Editing • Retouching • Illustration

allroundMEDIA | PowerPoint Digital Artist

NOV 2017 - MAY 2019 | FINANCE

Collaborated remotely with MunichRE®, an internationally respected German financial institution. Transformed complex technical data and raw text into aesthetically compelling, media-rich presentations using advanced MS PowerPoint techniques.

Key Focus: PowerPoint Design & Animation • Data Visualization • Retouching • Video Editing • Iconography • Illustration

Admakers International | Layout Designer

APRIL 2017 - OCT 2017 | AUTOMOTIVE

Developed high-impact print and digital advertisements for global automotive brands including Isuzu and Opel, consistently delivering high-quality assets under tight, agency-standard deadlines.

Hashdata | Creative Designer

NOV 2016 - MARCH 2017 | WEB/TECH

Developed UX concepts, brand direction, and custom iconography for an innovative tech startup.

Key Focus: Brand Development • UX/Web Concepts • Web Elements • Iconography

Magnetic Creative | Creative Designer

FEB 2014 - OCT 2015 | AGENCY

Contributed to a high-profile agency known for working with global icons like Beyoncé and John Mayer. Delivered creative work across a variety of exciting, fast-paced projects.

Key Focus: Brand Development Print & Magazine Layout Illustration Digital Design