

# William Buchina

Graphic Designer based in London, from New York City, working in the world of print and digital design to help people and businesses craft identities and apply their visual narratives.

www.wgbdesign.com  
www.williambuchina.com  
+44 (0)7950 326 467  
info@williambuchina.com

## Experience

### 291 Agency

Lead Designer: 2021 - present

My initial role as lead designer for 291 Agency was to create a unique and bold brand identity in conjunction with the company's founding. Upon launching the agency, I turned my focus to expanding the visual narrative and programming through designing a website, online and print catalogues and portfolios for the artists on the agency's roster, promotional materials for social media and email, and presentation and proposal decks.

### Sofia Crokos Events

Graphic Designer: 2019 - 2021

At Sofia Crokos Events I was responsible for a full redesign of the company's website and establishment of a social media presence. Once these integral components were developed, I focused on art direction for photography and video of events, design of event proposals and print and digital presentation of successful events. For particular events I designed everything from invitations, posters, seating charts, way finding and signage, mini-websites, hand-lettering, illustrations and more.

### Elaia Estiatorio

Graphic Designer: 2018 - 2020

Responsible for design and implementation of a brand identity, color palette, and visual narrative for this Greek-American restaurant in the prestigious enclave of Bridgehampton, NY. Worked with founders, chef and vendors to produce menus, signage, presentations, emails, newsletters, social media assets and print and digital advertising.

### Bastille Flowers & Events

Graphic Designer: 2015 - 2018

My work at Bastille began with the branding and launch of the company. I designed a brand identity that we then applied to packaging for branded products, signage for vehicles, the office and studio, yearly print portfolio books, event proposals, email templates, newsletters and countless other assets. I worked closely with the company founders, head floral designers, event venue managers, photographers, printers and company clients.

### St. James Group

Branding & Graphic Designer: 2012 - 2015

Responsible for leading the full graphic design output for a restaurant investment group. Created brand identities and all customer touchpoints including menus, marketing and social media assets, email templates, A boards, window vinyl, signage and more for restaurants in Fort Lauderdale, Miami and Martha's Vineyard.

#### *Atlantic Surf Club*

Fort Lauderdale beachfront establishment with the goal of keeping the long surfing history of the location at the forefront.

#### *Sonic*

The Miami beach location of this nationwide, nostalgia-driven, drive-in burger restaurant.

#### *Atlantic Fish & Chop House*

Traditional northeastern American fish and steak restaurant in a beachfront location on the island of Martha's Vineyard.

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## **THAT Magazine**

Co-founder & Designer: 2009 - 2012

Upon moving to Istanbul in 2009, I co-founded THAT Magazine, a quarterly print publication dedicated to the visual arts and music scene of the city. I was the lead designer, created the branding and designed the first fifteen issues including collaborations with Arts Council UK, Istanbul Modern and Art Dubai. In addition to my design duties I was the print production liason, on site with the printers for each issue.

## **Various clients**

Freelance Graphic Designer: 2007 - present

For over twenty years I have worked with a broad range of clients in fields and industries ranging from hairstyling, urban landscaping, photographic safari, hospitality, non-profit mentorship, finance and investment, arts and culture, and many others.

The core of my freelance practice is a research-driven and detailed approach, working with founders and key stakeholders to deliver design that leaves the client and audience engaged and happy.

## **Education**

**BA, Communications Design**

Pratt Institute, 2001

## **Proficiencies**

Adobe Illustrator  
Adobe Indesign  
Adobe Photoshop  
Illustration  
Branding  
Editorial  
Packaging  
Website design  
Presentation design  
Webflow  
Wix  
Squarespace

## **Notable interests**

Set design  
Political history  
Antique toys and games  
Science Fiction  
Book cover design  
Typography history  
Vernacular design  
Antique ephemera  
Painting and drawing

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**For Visual Arts portfolio:**

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**CV**