

WILL POTTER

MULTIDISCIPLINARY DESIGN

Portfolio

WILL-POTTER.COM

@WILL-POTTER1

WHO AM I?

I'm a multidisciplinary designer with interests in branding, visualization, and spatial design. I enjoy working on projects that connect graphics, physical space, and real-world functionality, whether that's through CAD work, rendering, branding, or environmental design.

Currently, I work as a CAD Designer at Chicago Dryer Company, where I work on technical drawings, layouts, and design communication.

I graduated from Indiana University with a degree in Comprehensive Design and a minor in Urban Planning, which helped shape the way I think about design, people, and place. I use tools like Rhino, AutoCad, Inventor, Twinmotion, Illustrator, and InDesign to develop and communicate ideas across different types of projects.

I'm especially interested in work that blends branding, graphics, architecture, and visual storytelling.

EDUCATION

DEKALB HIGH SCHOOL

2023

Core 40 with Technical & Academic Honors

INDIANA UNIVERSITY

2026

Major - BA Comprehensive Design

Minor - Urban Planning & Community Development

WORKING EXPERIENCE

MAY 2026 – PRESENT

CAD/REVIT DRAFTER
CHICAGO DRYER COMPANY

- Produce CAD and Revit documentation for industrial laundry equipment.

- Turn engineering specifications into precise, build-ready manufacturing drawings.

MAY 2025 – AUG 2026

CAD DRAFTER
BOWERS ENGINEERING

- Translate engineering concepts and specifications into precise, readable plans.

- Guide manufacturers in building steel structures from CAD documentation.

MAY 2025 – SEP 2025

PLACEMAKER INTERN
INDIANA UNIVERSITY

- Worked with IU's Center for Rural Engagement to help underserved communities revitalize public spaces.

- Transformed project proposals into designs highlighting local pride, including a community park and a factory revitalization.

MAY 2024 – AUG 2024

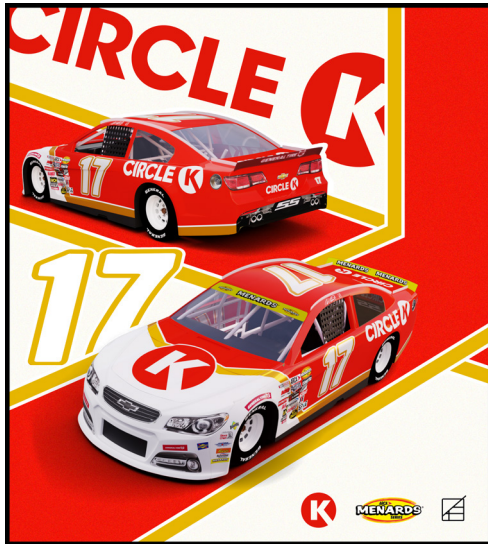
STORE DESIGN INTERN
DO IT BEST CORP.

- Surveyed 17 Do it Best member stores to design a modular showroom display system that scales from 634 to 2,814 square feet.

- Developed a gray slat wall system with custom brackets and a supporting ordering catalog, using SketchUp, Twinmotion, and InDesign.

CORE COMPETENCIES

GRAPHIC DESIGN

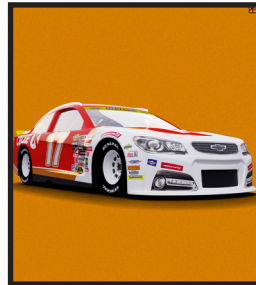
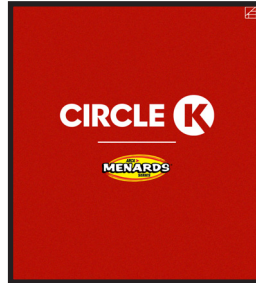
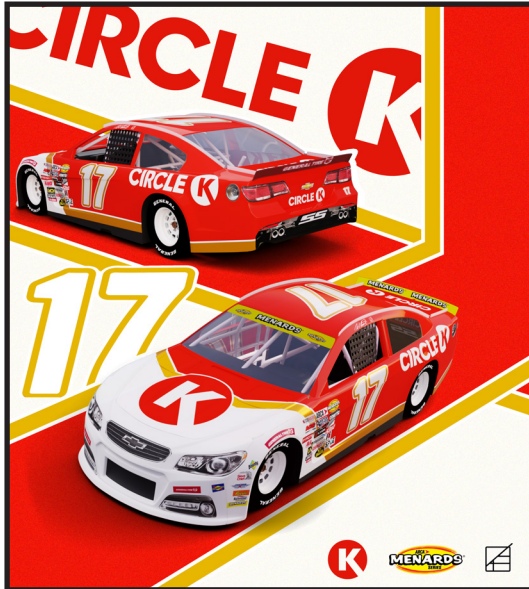


ILLUSTRATOR
INDESIGN
PHOTOSHOP
BLENDER

ARCHITECTURE



AUTOCAD
REVIT
RHINO
TWINMOTION
SKETCHUP
INVENTOR



PROJECT 1

CIRCLE K ARCA CAR

A custom NASCAR style paint scheme for the Circle K #17 ARCA Chevrolet SS, created for the iRacing sim racing series.

The design brings Circle K's retail branding onto the car in a bold, high contrast layout.

PROBLEM

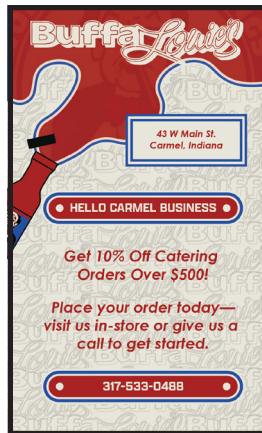
Create a Circle K race car that is easy to recognize at speed and reads clearly from every camera angle.

SOLUTION

The retro adjacent design is used to connect to the race fans of the past while using modern stickering and fonts to keep this car in the present. Using a simple base for car design makes the scheme recognizable as a weekly scheme for the team.

PROCESS

Older cars are usually one or two colored with a main stripe, and that's it. Sometimes less is more with paint schemes where the goal is to be recognisable.



PROJECT 2 BUFFA LOUIES

BuffaLouie's, known as the "World's Best Wings" spot in Bloomington, opened a new location in Carmel, Indiana. The opening needed a full print package ready for day one.

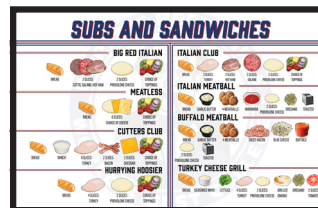
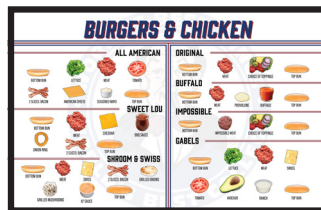
I designed promotional flyers, dine in and catering menus, plus build guide boards for the kitchen.

PROBLEM

The new Carmel location needed materials that could bring people in, help guests order, and give the kitchen clear directions from the first day.

SOLUTION

Every piece uses the same BuffaLouie's look, including the cream, red, and blue color palette, hand lettered logo, and Grandpa Lou character. The goal was to make the restaurant feel consistent for customers in the dining room and staff working behind the scenes.



THANK YOU

For more information visit will-potter.com

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