

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

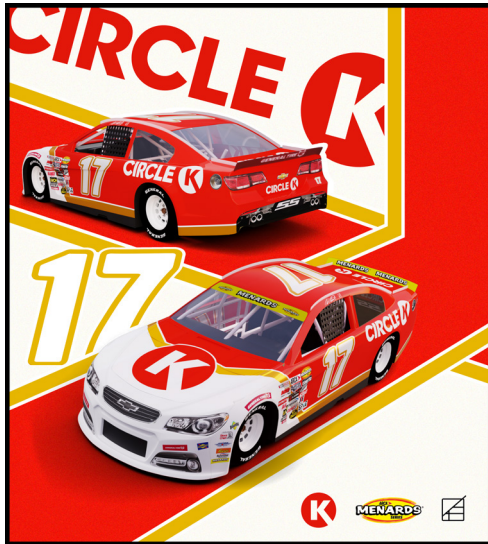
STORE DESIGN INTERN
DO IT BEST CORP.

- 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

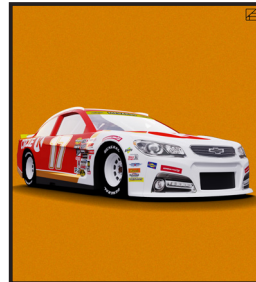
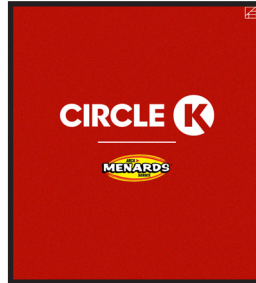
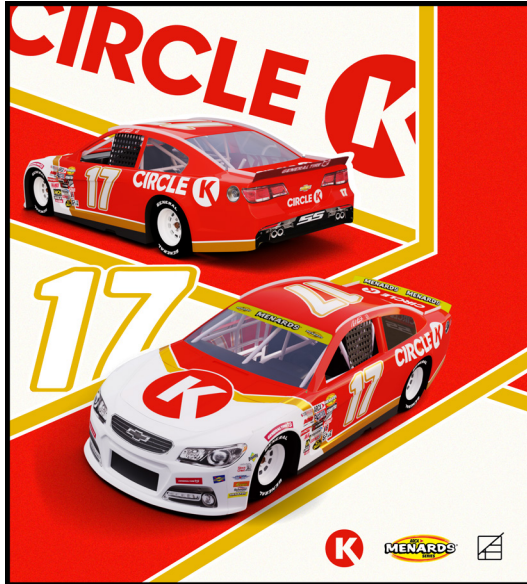


ILLUSTRATOR
INDESIGN
PHOTOSHOP
BLENDER

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.

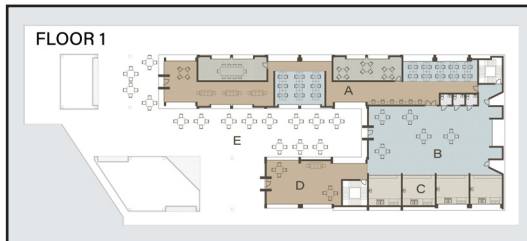


PROJECT 2

RURAL REVIVAL

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 3

PUBLIC LIBRARY EAST

East Bloomington Library, was designed to be a community anchor for learning, sustainability, and everyday use.

The project combines a traditional library with a bike hub for repair and learning that connects to Bloomington's strong cycling culture and focuses on community health and knowledge.

PROBLEM

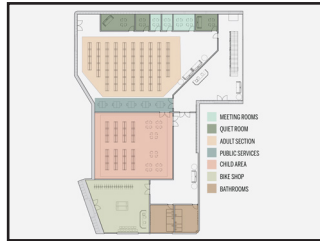
Bloomington's East Side has grown significantly, but the civic infrastructure has not. Many new residents don't have access to the strong civic services that Bloomington's downtown and university areas have access to.

SOLUTION

Libraries are now not just a place to house books but a civic hub for many activities. This library connects a key defining feature of Bloomington's culture, biking, with the ability to learn that libraries are built for.

PROCESS

The decision to design a brutalist adjacent structure comes from the history of this building types use in civic buildings. It signals community and an idea of modernism to the users and people who pass by.



THANK YOU

For more information visit will-potter.com

Linkedin - [will-potter1](#)

Phone - 2609085865

Email - potterweb1@gmail.com

