VICTORIA EHRLICH-ADÁM

GRAPHIC DESIGN · TYPOGRAPHY · INFORMATION DESIGN — LONDON · INSTAGRAM @STUDIODOTTI_ · PORTFOLIO ATTACHED

PROFILE

Designer with a typographic, Swiss-modernist eye and five years' experience turning complex information into clear, well-designed reporting. Alongside my data work I design posters, print series and stationery in InDesign, Illustrator and Photoshop, taking them from idea to print-ready artwork. Precise, detail-focused and keen to grow in a hands-on design role across print and digital, with a real interest in interiors, photography and the visual arts.

EXPERIENCE

Insight Analyst
Sept 2026 – Present

Ravio

– Building the insights function from the ground up, turning company data into marketing insights that feed campaigns, reports and thought-leadership content.

– Leading on BI design: designing dashboards and reporting so teams across the business can find, understand and use the data themselves.

– Partnering with Marketing on what to say and how to show it – from analysis to charts, report layouts and LinkedIn content.

Data Analyst
Sept 2023 – Sept 2026

WaterAid UK · London

– Designed executive reporting for Finance and Fundraising leadership, turning complex multi-country data into clear, decision-ready dashboards.

– Produced donor-facing reports across 30+ countries for international audiences with varying levels of data literacy.

– Led the design of a People Data Strategy for 1,400+ employees, making sensitive workforce data legible for non-technical leadership.

Lead Research Consultant
Oct 2021 – Mar 2022

Gavi, The Vaccine Alliance · London

– Synthesised evaluations of 30+ health interventions into a written report and Tableau visuals for partners including WHO, UNICEF and BMGF.

Project Manager
Jun–Jul 2016 & 2018

Phileas – A Fund for Contemporary Art · Vienna

– Designed partner pamphlets for each funded artist and all visual communications – print-ready collateral for collectors and cultural investors at Manifesta 12 and the Liverpool Biennial.

SELECTED DESIGN PROJECTS

– **Ceramics Market** and **Plan Supernova** – poster campaigns to set briefs, developed in several directions and tested in print, outdoor and digital mockups.

– **Maison Naya** – a print and postcard series pairing architectural photography and type across Vienna and Bangkok.

– **Wedding stationery** – menus and multilingual invitations designed in InDesign and prepared for print.

EDUCATION

2023	Data Analytics Bootcamp, Le Wagon, Lisbon
2022	MSc Health & International Development, London School of Economics
2021	BASc Arts and Sciences, University College London (exchange year, University of Sydney)
Ongoing	Data Visualization Society mentorship programme

SKILLS & TOOLS

Design	Typography · Layout · Poster & print design · Print artwork preparation · Photography
Software	Adobe InDesign · Illustrator · Photoshop · Figma · Affinity Designer · Canva · Claude
Data	SQL · Python · BigQuery · dbt · Power BI · Tableau · Looker · Datawrapper · d3.js
Languages	German, French (native) · English (fluent) · Spanish, Italian (advanced) · Portuguese (intermediate)

INTERESTS

Architectural photography · Typography · Interiors · Printmaking and bookbinding · Running and yoga