

Profile

Ideation. Art Direction. Design. Concepts. Branding.

I'm a Graphic Designer and Art Director originally from sunny South Africa. I have a Bachelor of Art (BA) degree in Graphic Design from The University of Potchefstroom in South Africa.

Starting with graphic design, having held many roles over the years for a wide range of clients, I bring with me a wealth of knowledge and experience in packaging design, branding, product based production design in print and web, and out of this love for aesthetic design, my passion for functionality and structure evolved. I found myself working as an Art Director for complex projects with a holistic approach. Visually appealing designs, subtle details and brand guidelines, combined to innovate design across various touch points have become my daily passion.

I thrive in bringing ideas to life. I have extensive experience in executing concepts from start to completion, leveraging and combining all media to promote a brand. I enjoy rapid development of packaging where I work with structural and graphic designers to concept, test and approve work with very short timelines.

I have experience working with large, medium and small businesses, agencies and brands. No job too small, no idea too big.

Software Proficiency



Photoshop



Microsoft Office



Illustrator



Microsoft Project



Indesign

Schooling

Highest Grade Passed
Institution
Year passed
Academic Achievement

Grade 12
Vereeniging High School
2001
Full Academic Colours, Matric Exemption

Tertiary Education:

Qualification
Year Graduated

BA Graphic design , North West University, Potchefstroom
2006

Experience

Art Director - Wizards of the Coast
(June 2016 - Current)

Responsible for leading the execution of tactical illustration and design solutions in keeping with the Sr. Creative Art Director's vision and brand requirements. Overseeing the crafting of visual materials. Work with creative, brand, and project managers to define and improve creative development processes. Retain an attention to detail while working under continual deadline constraints. Work with Magic's Senior Creative Art Director and other Art Directors to develop, define, and communicate Magic's look & feel through all marketing expressions in various channels— including but not limited to Licensed Products, Events, Organized Play, Social Media, Video, and Point-of-Purchase.

Graphic Designer - Wizards of the Coast
(June 2014 - June 2016)

Responsible for creative development of product components and graphic assets that are consistent with the vision of the brand Sr. Creative Art Director, and meet the goals of the brand and Marketing Manager. Conceptualize, design and produce graphic materials for Wizards of the Coast products, services, and events under the guidance of the product/brand Art Director and in accordance with Wizards quality standards and brand guidelines, as well as production and manufacturing standards and processes.

Freelance Graphic Designer - TCG
The Creative Group
(April 2014 - June 2014)

Freeman & Wizards of the Coast project-based production design working on amazing brands like Microsoft, MCG, Magic-The Gathering and Kaijudo.

Graphic designer - Mott MacDonald
(2010-2013)

Produce artwork for corporate collateral, bid proposals, marketing material, drawing graphs, and creating artwork for proposals.

Senior Graphic Designer
New World Communications (NWC)
(2007-2009)

Responsible for producing packaging, web design, point of sale and managing brand identities for international and local companies.

Graphic Designer
Joint Aide Management (JAM)
(2006-2007)

Responsible for all company collateral, managing of the brand identity and in charge of print house.