



ART DIRECTOR / DESIGNER
Johannesburg, South Africa

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CONCEPT-DRIVEN ART DIRECTOR / DESIGNER.

With over a decade of experience, I shape bold ideas into clear, intentional visual direction across campaigns, editorial, digital and brand experiences. My work brings strategy, craft and concept together to create design that feels considered, effective and built with purpose.

SKILLS

- Adobe Creative Suite (Photoshop, InDesign, Illustrator, After Effects)
- Brand Systems & Identity
- Campaign Art Direction
- Concept Development
- Cross-Platform Design
- Figma

EXECUTION & CRAFT

- Image Craft & Retouching
- Motion & Video Editing
- Print Production & Prepress
- Typography & Layout

EDUCATION

BTech in Graphic Design
Vaal University of Technology

Graphic & Web Design Certification
CTU Training Solutions (SETA)

EXPERIENCE

AKQA
Art Director / Senior Designer

June 2024 – March 2026

- Led concept development for integrated campaigns across multiple platforms.
- Shaped the visual direction across campaign touchpoints and channels.
- Directed multidisciplinary teams across design, motion, and strategy.
- Presented creative work to clients and internal stakeholders.

Brandtech+ (formerly OLIVER+)
Integrated Designer / Artworker

August 2020 – May 2024

- Adapted campaign assets for multiple global markets and formats.
- Localised creative to align with regional brand requirements.
- Finalised artwork and ensured quality across all deliverables.
- Maintained visual consistency across global brand guidelines.

Sync Advertising
Art Director / Graphic Designer

February 2016 – March 2020

- Led concepts and design across brands
- Managed studio workflow and delivery.
- Directed shoots and content production.
- Mentored junior designers and contributed to team development.