



Astri Saestad

HEAD OF BRAND & DESIGN



Astri Saestad is a multidisciplinary brand and visual communication specialist with two decades of experience across design, communication, publishing, and creative strategy. As Head of Brand and Design at CCI Professional, she oversees and safeguards the organisation's visual language, ensuring that all visual communication reflects the company's standards, values, and vision.

Her professional background includes leadership roles in communication, marketing, and design, including serving as Head of Communication and Marketing at Doxa Deo Brooklyn, where she managed graphic design, websites, social media platforms, and printed and digital communication systems.

Astri is a qualified interior designer, wedding planner, and copyeditor, with a strong passion for language, literature, illustration, and visual storytelling. She has illustrated for children's ministries and has a particular love for book design, layout creation, and the creative strategy involved in publishing.

Known for her strong conceptual thinking, attention to detail, and intuitive design sensitivity, Astri combines creativity with strategic insight to create meaningful, human-centred visual communication. Her work is driven by a commitment to excellence, authenticity, and purposeful storytelling that inspires transformation and connection.

QUALIFICATIONS BACKGROUND

- **N.Dip Interior Design** from Tshwane University of Technology (2007);
- **Certificate in Wedding Planning** from the S.A. School of Weddings
- **Certificate in Copyediting** from UCT

PROFESSIONAL ACUMEN

Astri Saestad brings a rare combination of strategic insight, creative excellence, and systems-oriented thinking into the professional environment. With over two decades of multidisciplinary experience across brand development, visual communication, publishing, design, and leadership, she possesses the ability to translate complex ideas into clear, meaningful, and visually compelling communication. Her professional acumen lies not only in her strong aesthetic and conceptual abilities, but also in her capacity to uphold organisational integrity, align communication with core values, and create cohesive brand experiences that foster trust and connection. Known for her high standards, attention to detail, and thoughtful execution, Astri contributes a calm, solutions-focused presence to collaborative environments while bringing both visionary thinking and practical implementation to every project she leads or supports.

PASSIONS & HOBBIES

- **Faith:** Astri has been actively serving in different forms of ministry since school and enjoys helping others also find where God has called them to give expression to their gifts.
- **Creativity:** Astri is a multi-disciplinary artist and enjoys any form of creative expression that she can learn – from painting & illustrating
- **Books & Writing:** Astri has had a love of language and literature from a young age. Whether reading, writing, copyediting, browsing bookstores, illustrating, or creating a layout for a book – Astri enjoys every part of it.
- **Animal Welfare:** Astri has a passion for helping animals and supporting charities that take care of animals in need.



CONTACT

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