

Graphic Designer

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Resumé

I have culminated 21 years of extensive hands-on experience of all disciplines within the graphic design industry. My experience include corporate brand management, account management, creative consulting and directing, and hands-on graphic design for the web, multimedia, training materials, marketing, advertising and printing reproduction purposes.

This resume provides a brief overview of my qualifications and work experience. A complete Curriculum Vitae will be provided on request.

Qualifications

- **BA (Fine Arts) honours degree in Information Design**
from the University of Pretoria, South Africa

Technical Proficiency

- Adobe Photoshop CS3
- Adobe Illustrator CS3
- Adobe InDesign CS3
- Adobe Flash CS3,
- Corel Draw
- Corel Photopaint
- MS Word
- MS PowerPoint 2003
- Adobe CS3 Deamweaver
- Freehand
- Quark
- PageMaker

Industry Proficiency

- **Management**
Team leader for Creative teams, Printing services, Design processes, Branding
 - **Design**
Hands-on Graphic, Web, Multimedia Design and Illustration
 - **Training**
Graphic Design on-job trainer
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Work experience

Public Relations – SA Police Service

Role

Graphic design for printed and electronic media and production processes at the Public Relations section of the South African Police Service.

Duties

- Designing items such as medals, certificates, brochures, booklets, exhibition and marketing materials, adverts and reports
- Coordinating, assembling (and attending) at national marketing exhibitions
- Assisting with sculptures for special commemorative events or remembrance of achievers
- Team leader for the design team at the SA Police Service in-house printers
- Managing various departmental accounts and a printing service

Highlights

- Being appointed as manager of the in-house printing section of the SA Police Service
- The successful relocation of the printing division to new premises after being involved in the planning, design and supervision of the new factory, office spaces and production and distribution areas

2dzign (Own part-time business)

Role

Business owner of *2dzign*, a design studio with clients in government, quasi government, private and corporate sectors.

Duties

- Business and account management
- Corporate branding, graphic design for all media types, including the web

Highlights

- As owner and main designer of 2dzign, succeeding in growing my business from a zero base to R500 000 turnover per annum within a period of 5 years, thereby realizing an annual compound growth rate of almost 50% per annum
- Keeping sub-contracting costs to a maximum percentage of 12% vis a vis turnover, ensuring profitability throughout

Work experience (continued)

University of Pretoria

Role

Senior graphic designer, design consultant and team leader/manager

Duties

- Training junior and intermediate designers of the university graphic design services' team
- Strategic management of all graphic design services at main and satellite campuses
- Creative director for major design projects
- Internal and external account management
- Management of annual graphic design budget
- Brand management for the university
- Advanced hands-on graphic design
- Staff management

Highlights

- Successfully establishing a well-organised and functional design studio at the university
- Researching and implementing market related remuneration structures for Graphic Designers at the university
- Art directing the redesign of the university Web site (two year project) ensuring adherence to design requirements, budget restrictions and timelines
- Directing development at a third party development company to ensure the correct application of the University brand. (This website was recently redeveloped to conform to the newly designed corporate brand of the University.)

South African State Theatre (National Performing Arts Theatre)

Role

Preferred supplier - graphic design services, before being offered permanent employment

Duties

- Account management
- Brand management
- Supply of all design requirements – printed and electronic materials for State Theatre performances
- Web site design and maintenance

Highlights

- Contribute towards the re-establishment of The Theatre's public image after it reopened in 2001 by redesigning the corporate image and branding
- Give new life to the massive concrete Theatre Complex with colourful creative signage with a shoe string budget.
- Design a mirror panel for the revamped foyer of the Rendesvouz cabaret theatre, thus creating the illusion that the venue is larger than in reality.
- Design a bus advert which boasted the presence of The Theatre all over the city.
- Exposure to performing arts sector, which allowed me the opportunity to broaden my experience.

EPI-USE Learning (subsidiary company of EPI-USE Africa)

Role

Senior graphic designer for computer-based educational and corporate training programmes for EPI-USE Learning, including multimedia training products, packaging, illustrations and other graphic needs

Duties

- Managing, coordinating and supplying graphic design material for EPI-USE Africa, UK, USA and Australia branches
- Design of corporate branding, marketing and exhibition materials in printed and electronic format

Highlights

- Coordinating communication between our clients, developers and Tata (Tata Interactive Systems is one of the largest e-learning content development companies in the world). With the accumulated experience we soon contracted our own Flash developers. My role was to supply the graphics and illustrations needed for the development of the training materials, as well as manage the creative side of the development, ensuring that the developers adhere to the storyboards and instructions. (The successful completion of this project created new opportunities as EPI-USE Learning was no longer dependent on their association with Tata to develop world class products. I found it satisfying to be part of the process.)

Career Objectives

I am keen to find a suitable role (permanent, part-time, free-lance or contract) which will allow me to transfer some of the above design knowledge, skills and experience to the New Zealand graphic design industry.

I hold a valid (open) New Zealand work permit and reside in Lower Hutt, Wellington. I have recently applied for New Zealand Permanent Residence and intend to remain in New Zealand indefinitely.

I am prepared to travel and have my own vehicle and NZ drivers licence. I am also set up to work from home, if required.

Referees

1. Irene Le Roux – Tel +27 12 420 3664 (Acting Director for Department of Education Innovation)
2. Gert Viljoen – Tel +27 12 392 4282 (Technical Director, State Theatre)
3. Anne Strehler – Tel +27 12 368 8400(Chief Learning Officer)
4. Aletta Marx – Tel 04 477 3566 (ex-colleague/instructional designer at University of Pretoria, now living in New Zealand)
5. Derek Novello – Cell +27 78 452 6260 (Client)

Portfolio

My graphic design portfolio can be viewed online.

See http://www.wh3.co.nz/marcel_portfolio/ for my general portfolio and Resume

and http://www.wh3.co.nz/marcel_portfolio_e_learning/ for my e-learning specific designs and Resume