

PERSONAL DETAILS

Full Names: *Elsje Niemand*
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DOB: *20/11/1982*
Dependents: *None*
Driving license: *Code B*
Own Transport: *Yes*
Nationality: *South African*
Language: *Bilingual (written & verbal)*
Health: *Excellent*

AREAS OF EXPERTISE

Project & Team Management
Online & Offline Production
Adobe Master Creative Suite Collection
Creative Marketing Concepts
Print & Web Design
Email & Digital Marketing
HTML/XML CSS Style Sheets

COMPUTER & PROGRAM LITERACY

Mac & Windows Operating Systems
ADOBE Master Collection Creative Suite - (Advanced Level) - Photoshop, InDesign, Illustrator, Dreamweaver, Fireworks, Flash
Adobe Designer, Acrobat Professional etc.
HTML/XML CSS - Basic PHP/JQuery
Rocket Seed, Mailchimp & Mac Mail Designer: Digital Marketing Platforms – Email & Digital Marketing
COREL STUDIO: Corel Draw X15
MS OFFICE: (Advanced Level) Word, PowerPoint, Excel, SharePoint
Google Docs, Sheets, Slides

PERSONAL SKILLS

Creative
Commercially focused
Innovative ideas
Strategic thinker
Organizational skills
Communication Skills
Time Management Skills
Commitment

ACHIEVEMENTS

1996 – 2000: ATKV Art & Design Competitions (Silver Awards)
2002 – 2003: Participant in Gold Pack Awards & SAPPI Design Competitions
2008 – 2010: Africa Open Golf Challenge – Event Campaign & Branding
2008 – 2010: Nashua Titans Events Branding Design & Photography
2009: Cyril Ramaphosa – Black Pages Directory – Project Branding
2008 – 2010: Northern Cricket Union Caltrate Maidens Bowled Over – Event Branding & Photography
2010 -2015: Participated in various design projects for a research organisation such as: SAB, Revlon, Juicy Lucy, Kiwi, L'Oreal, Eskom, South African State Theatre, O - The Oprah Magazine
2012 - Design projects for UNISA

REFERENCES AVAILABLE ON REQUEST

ELSJE NIEMAND

Senior Graphic & Web Designer

ONLINE PORTFOLIO: [*www.originalcreations.co.za*](http://www.originalcreations.co.za)

PERSONAL SUMMARY

I have up to 10 years experience in the graphic & web design world. I am a result driven, self-motivated and resourceful individual with an ability to successfully translate desired moods, messages, concepts, and underdeveloped ideas into imagery. I have experience in managing in and contributing to a creative environment alongside junior designers, marketing & brand managers as well as content strategists. Possessing an ability to see the big picture and continually develop new and inspiring approaches to a brief. Currently looking for a new and challenging position, one that will make best use of my existing skills and experience and also further my personal and professional development.

WORK EXPERIENCE – WHAT I DO

ACDC Dynamics – Marketing & Graphics Department of a Electrical & Electronics Distribution Company
SENIOR GRAPHIC DESIGNER – Feb 2013 – Present

Responsible for developing and executing creative concepts for leading-edge marketing and web solutions. Regularly liaising with the technology team to ensure the best creative solutions are realized, implemented and delivered. Working closely with other Brand Managers and Marketing teams to ensure visuals on all media are applied correct and creative to brand standards.

DUTIES:

- o Developing excellence through innovative & creative concepts across all media – digital & print
- o Leading the company's product catalogue development project working closely with senior product planners
- o Working with a team of junior designers as well as brand & marketing managers
- o Develop and frame creative concepts according to creative brief requirements
- o Communicating design visions and rationale clearly to brands and design teams
- o Conceptualize, visualize and design
- o Managing and directing product photography
- o Attending brief meetings for exhibitions and expos
- o Mentoring junior staff in project development and performance management
- o Organizing, initiating and lead brainstorm sessions
- o Digital Marketing - Managing content on company's social media - LinkedIn

PREVIOUS EMPLOYMENT:

LOBOL – Agricultural Product Distribution

SENIOR GRAPHIC, WEB & MARKETING DESIGNER – May 2010 – Jan 2013

Working closely with product representatives to ensure quality marketing media & client services. Event media & photography. Product catalogue development. Agricultural product packaging design materials. Budgets & office related operations. Digital marketing. Reason for Leaving: Relocated back to Gauteng

Art2Print – Advertising Agency

MID-SENIOR GRAPHIC & WEB DESIGNER – June 2008 – June 2010

Advertising, Marketing & Event Management. Creative design media - web, digital and print. Desktop Publishing. Planning & producing effective campaigns for ads & events. Research trends to see what works for customers. Overseeing & mentoring junior designers. Design studio administration & digital library management. Reason for Leaving: Relocated to Mpumalanga

Quality Vacation Club – Timeshare & Travel – Division of RCI

JNR / MID-LEVEL GRAPHIC & WEB DESIGNER – Jan 2005 – May 2008

General design, concept & creative development. Web design & digital development. Print & advertising media. Reason for Leaving: Was offered a position to expand my advertising skills & experience

Gemini Signs

INTERN GRAPHIC DESIGNER – Jan 2004 – Dec 2004

General design, concept & creative development. Large format design. Vehicle Branding. Basic sign design. Sticker Design. BTL Projects. Operate Roland Vinyl Cutter - artwork preparations for vinyl cutting. Corresponding with factory personnel until job completion. Reason for Leaving: Intern position for my final year while completing my Bachelors Degree

KEY SKILLS & COMPETENCIES

- o Experience in: FMCG Packaging, press, outdoor, web, catalogues, print media and digital, magazine layouts
- o Ability to prioritize and juggle multiple projects within tight deadlines
- o Strong conceptual thinking - both visual and interactive
- o Knowledge of print design disciplines including layout, typography, imagery & color
- o Knowledge of video and After Effects

EDUCATION

SECONDARY EDUCATION

1996 – 2000: SENIOR CERTIFICATE with Endorsement – Centurion High School
Subjects: Afrikaans (HG), English (HG), Mathematics (SG), Biology (HG), Art & History (HG), Typing (HG)

TERTIARY EDUCATION

2001 – 2003: NATIONAL DIPLOMA: GRAPHIC DESIGN - Tshwane University of Technology (TUT)

2004: BACCALAUREUS TECHNOLOGIAE: GRAPHIC DESIGN & MULTIMEDIA - TUT
Thesis: "Identifying Critical Issues in Digital Portfolio Design – a Professional Artist's Perspective"

2005 – 2007: BACCALAUREUS LEGUM DEGREE (LLB-LAW) – UNISA – Part time - Not completed

Subjects Passed: Introduction to the Science of Law, Indigenous Private Law, Indigenous Public Law, Criminal Law, Afrikaans, Law of Persons, Foundations of the South African Law, Mercantile Law, Fundamental Rights, Evidence, Criminal Procedure.