



FREELANCE GRAPHIC DESIGNER [DESIGN] [ILLUSTRATION] [FINE ART]

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Liesel Roux

I am a Cape Town based freelance graphic designer & illustrator with over 20 years experience in the advertising industry, both above and below-the-line. I enjoy creative opportunities that utilise a wide range of skills, so whether you need a corporate identity, brochures, web design, print, packaging, illustration or any marketing campaign elements, I can ensure that the whole experience is positive, consistent and effective.



I am self-disciplined, self-motivated, hard-working and creative with an attention to detail. I am experienced in the process of digital design from brief interpretation to execution, so can manage all company branding and in-house marketing. Or if you're a startup company and are not sure where to begin, I can assist from logo design to online brand awareness.

As with most designers I am digitally versatile, but still enjoy stretching my creativity outside the digital arena. I feel that learning new skills is essential to creative growth.

Personal details

| | |
|----------------|---------------------------|
| Date of birth | 21/02/1973 |
| Sex | Female |
| Language | English & Afrikaans |
| Marital status | Divorced |
| Cell number | 060 641 2829 |
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Skills & Expertise

- Experienced designer able to bring natural artistic skills to projects
- Highly proficient from brief to execution
- Good organisational skills
- Highly self-motivated & self-disciplined
- Able to adhere to tight deadlines
- Excellent time management skills
- Attention to detail & quality
- Able to take initiative
- Able to operate independently or as a team player
- Good understanding of design principles
- Proficient with Adobe Design suite
- Basic web design skills
- Able to create web-ready artwork
- Logo design & identity development
- Corporate branding & in-house marketing
- Publication & print layout
- Digital illustration

CURRICULUM VITAE

Working experience

2009 - Present: Freelance Graphic Designer Designer/Illustrator/Creative Entrepreneur

I am confident in a wide variety of disciplines & markets and am able to offer a multitude of skills to my clients. As a freelancer I understand I am required to be versatile, efficient, reliable, consistent & cost effective.

2006 - 2009: Black Khaki Advertising Senior Designer

I gained much experience in designing large publications such as annual reports and recipe books. Was responsible for jobs from design stage, overseeing photography until print execution. Honed skills such as attention to detail and spotting a potential typo, while still being creative.

2004 - 2006: Diesel K Designs Designer/Art Director/Illustrator

I had an incredible opportunity to create a comic book series, part of a marketing campaign for Eggbert Eggs, and learned a lot about character development, comic book style illustration & putting together a comic.

2000 - 2003: Seed Advertising Designer

Responsible for personal time management while maintaining quality, organizing a system through which work was processed, and management of the workflow. Responsibilities ranged from conceptualizing campaigns for new products, packaging design, to overseeing photoshoots and sound recordings.

1996 - 1999: Net#work Assistant Art Director

Intensively trained to obtain a high level of quality in conceptualizing, design and layout. My focus was mainly above-the-line and I produced a large amount of print and newspaper advertisements. Although the emphasis was conceptual, work was required to be extremely polished.

1995 - 1996: Active Concepts Junior Designer

Worked primarily on below-the-line promotional items.

1994 - 1995: The Agency for Advertising & Marketing Studio Assistant

Trained in above and below-the-line advertising and gained computer literacy and the skills necessary to be able to put an advertisement together and to get it ready for print.

Awards

SA Publication Forum

2nd place: Best Sustainability Report:
Clover Mama Afrika

2nd place: Best Once-off Publication:
Fast Favourites Clover Recipe Book



Qualifications

1991 - 1993: Diploma in
Graphic Design from Ruth
Prowse School of Art



Software skills

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Microsoft Office



Traditional skills

- Pencil & pastel
- Charcoal
- Pen & Ink,
- Oil & Acrylic paint

