



ZÜRICH, SWITZERLAND

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I am truly happy to wake up in the morning with a smile on my face as I am privileged enough to do what I love. As a creative, I am problem solver and communicator. My execution of any design is done with effort, respect and an acute eye to detail. If there is a need I will deliver and I take pride in getting my work done on time.

My Experience

2012 Jan
Feb 2013

JNR GRAPHIC DESIGNER

London Design Exchange, I worked on various brands, designing all collateral print material, while following strict corporate identity guides.

2013 Jan
Nov 2013

ONLINE PRODUCER & CREATIVE

Superbalist.com, I was part of the rebranding from Citymob to Superbalist and designed various elements for their official Superbalist launch. I gained extensive Photoshop, e-commerce and time management knowledge during my time with them.

2013 Nov
Nov 2014

SNR INTERNATIONAL MANAGER OF GRAPHIC DESIGN

Sixt GmbH, I managed 23 countries. As head of my department and head international management of Graphic Design for Sixt, I managed two other mid/junior level designers. Other tasks included managing the briefs, schedule planning and design execution. I worked with a strict corporate identity on a variety of elements, including billboard advertising, brochures, print media, airport advertising, corporate events, and annual reports.

2014 Nov
Feb 2015

SNR GRAPHIC DESIGNER

Room 13, I worked on various boutique brands designing corporate identities, wine labels, logos and packaging.

2015 Feb
Aug 2017

SNR DESIGNER

King James Group, I conceptualised briefs and executed design solutions on a variety of corporate brands. My scope of work included branding, corporate collateral, conceptual campaigns, in-store activations, exhibition design concepts and packaging solutions. I worked with an integrated team that drive integrated campaigns across various design disciplines.

2017 Aug
May 2019

SNR BRAND DESIGNER

Hotz Brand Consultants, Creating brand-driven impact from creation to completion. As the design lead I help built brands. From startups in the blockchain industry to app designs for the Swisscom innovations department. I've given brands such as Mobility and Valser a facelift. Working with a team of creatives, animators and strategists.

2019 Jan
Present

ART DIRECTOR

Rosarot Ideennetz AG, Specialising in branding I work on various brands. From a brand refresh to creating a new brands from scratch. Ranging from print to digital with a wide range of touchpoints. I co-manage a team of 6 designers and work closely with consultants to create a seamless, open communication and briefing channel. I am in charge of all creative inspiration and leading.

My Skills



Cover
Letter

IT'S ALWAYS GOOD TO START WITH A HELLO.

It's great to digitally meet you,

*let me tell you just a little about me.
I was born in Cape Town, South Africa.
I lived there most of my life. It's an
inspiring place and culture. It taught me
how to work under pressure, deliver great
design and understand a budget.*

*I briefly moved to Munich, Germany to
gain further experience. I got to see how
a brand works from the inside, every
single touchpoint.*

*And then my next adventure found me. I
was asked for an interview at a branding
agency in Zug. A few Skype calls later, I
got a job and a few weeks later I was on
a plane.*

*I gained loads of experience in the field
of branding and strategy, it was a blast.
I learned about brand responsibility,
storytelling and people management.*

*But I wanted to live and work in the
beautiful little big city of Zürich.*

*This is where I found Rosarot. A boutique
design agency that gave me freedom
to create, to grow and explore my
design skills. I co-manage a great team
of designers and work on wonderful
branding projects.*

*Nice to digitally meet you.
Have a happy day.*

My Studies

2004

HIGH SCHOOL

*Matriculated at Jan van Riebeeck
High School*

2005

PHOTOGRAPHY

*Completed Basic Film Photography
at City Varsity*

2006

GRAPHIC DESIGN

*Completed 1 year at Open Window School
of Visual Communication*

2007

PHOTOGRAPHY

*Completed photography courses at
National College of Photography (VEGA)*

2011

BACHELOR OF ARTS DEGREE

*Completed my Bachelors Degree
(BTECH) in Graphic Design (4 years)*

2021

BRANDING MASTERCLASS

*Completed a Branding Masterclass at the
Future London Academy*

2023

FIGMA COURSE

Completed a Figma Training Course

Useful Links

[ONLINE PORTFOLIO](#)

[LINKEDIN](#)

[WRITE A MAIL](#)

I thank you
for your for
your time.