



## WORK

Senior Creative Freelance

**FLOYD PAUL / CIRCIFY**

2016 – Present - Visby, Sweden

Branding, design, & identity. Including illustration and motion graphics with a focus on sustainable brands. Clients vary from small start-ups to large corporations, architects and restaurants.

Senior Graphic Designer

**SAOTA ARCHITECTS**

2014 – 2015 - Cape Town, South Africa

Lead creative in developing and re-branding sister company Antoni Associates to ARRCC. Developing and implementing consistent brand and guidelines throughout the two companies; SAOTA and ARRCC. I made sure all media and publications from digital to print were cohesive and consistent. I produced a large variety of various media including, brochures, booklets, e-mailers and corporate stationary.

Graphic Designer & Motion Designer

**PURPLEBERRY / NEDBANK**

2011 – 2014 - Cape Town, South Africa

Working on a multitude of projects and following a strict brand guideline for the national bank Nedbank. I produced a full spectrum of work ranging from design and conceptualization campaigns, editorials, booklets, as well as team sponsored cycle clothing, and animated explainer videos.

Graphic Designer / Gallery Owner

**EVERYBODY LOVE EVERYBODY**

2010 – Oct 2012 - Cape Town, South Africa

Part of a collective, each with a specific creative focus. My specialty was marketing and branding for the collective, as well as local community projects and various business and NPO initiatives. The gallery space also exhibited established and up and coming artists. There I curated the shows, headed the marketing and branding department and created social awareness.

## EDUCATION

Ruth Prowse School of Art

**NATIONAL DIPLOMA IN GRAPHIC DESIGN & ILLUSTRATION (3 YEARS)**

2001 – 2003

Incorporating; Figure Drawing, Photography, Darkroom Development, Sculpture, Desktop Publishing, Painting, Printmaking, Design, and Illustration as well as jewelry design, printmaking, film photography, sculpture, and painting. I gathered a broad skill-set, giving me the ability to understand and apply my tool-set to create various creative works.

International Kite-surfing Organization

**IKO CERTIFIED KITE-SURF INSTRUCTOR**

2019 - Present

Kite-surfing is another passion of mine. Living on Gotland is the perfect place to divide my time between creativity and the sea.

Kite-surfing helps me reflect and process my current creative tasks, often leading to some amazing development of concepts and campaigns.

## MORE

I am currently working from a small studio in the medieval town of Visby, with the 800 year old stone wall as my backdrop. The city and land provides a never-ending stream of inspiration, fueling my creativity and ideas.

I dedicate my time to my 3 loves; design, the sea, and my family. I also enjoy sewing and making *things*, giving new life to recycled and waste produce.

I have spent my life crafting creative solutions for businesses large and small. I am open and up for new challenges and always approach every brief with a smile.