

GRAPHIC DESIGN BRAND IDENTITY & CREATIVE STRATEGY
Cape Town, South Africa

My approach balances strategic thinking with practical delivery. This means getting into the business objectives early, understanding the audience, and designing something that holds up across every touchpoint. It can't just be the hero asset.

Shaped by cross-market experience across South Africa and the United States. I'm used to moving between founder conversations and executive briefs, between brand strategy and final artwork, and making sure none of it is open to being misread.



SKILLS & TOOLS	DESIGN SOFTWARE Adobe Suite Figma Canva Keynote CapCut	STRATEGY & COMMS Brand Strategy Communications Social Media Strategy Client Management	COLLABORATIVE TOOLS LLMs Generative image platforms Vibe coding
	DESIGN DISCIPLINES Brand identity Packaging Print Layout Digital & OOH UI/UX Presentation Design	SOFT SKILLS Client management Team leadership Cross-functional collaboration Research & analysis	OPERATIONS & TOOLS ClickUp Notion G Suite Microsoft Suite MailChimp Hootsuite Wix
WHAT I BRING	STRATEGIC BRAND THINKING		END-TO-END OWNERSHIP
	TEAM LEADERSHIP & MENTORSHIP		HUMAN-CENTRED APPROACH
	CROSS-MARKET FLUENCY		STUDIO MANAGEMENT

EXPERIENCE

Head of Design & Studio Manager* · Autobahn Consultants · Remote — US / SA
2020 – 2025

**Dual mandate: creative studio lead and operational manager for the South African entity of a US-based strategic consulting firm, effectively functioning as both creative director and business manager across two countries simultaneously.*

Creative & Design, **Autobahn Consultants**

- Led all creative output end-to-end, brand identity, UI, digital, print, packaging, and OOH, from client discovery through to final sign-off
- Managed and mentored the creative team through structured briefing, feedback, approvals, and QC processes
- Built studio operational infrastructure from scratch: process systems, taskboards, time tracking integrations, QC frameworks, and team meeting structures
- Client-facing across all projects: led discovery sessions, defined creative scope, and collaborated with the executive team on brand strategy and positioning

Operations, **AutobahnSA**

- Ran the full finance function for the SA business entity: payroll, employee tax, VAT submissions, management accounts, annual financials, banking and invoice approvals
- Managed all HR administration: payroll processing, payslips, leave management, and SARS compliance
- Interfaced directly with external bookkeepers and tax consultants on behalf of the business
- Managed subscriptions, office operations, and internal business communications across the SA team

Graphic Designer · Trifactor Agencies · Cape Town 2020 – 2022

- Produced print-ready packaging, magazine and online advertising, & event collateral across a range of agency clients
- Developed video assets, email newsletter templates, social media content, and product shot compositions
- Contributed to multi-channel campaigns from concept through to production-ready delivery, working to tight agency timelines

Communications Manager · Justice Desk Africa · Cape Town · 2019 – 2020

- Managed all external communications for a Cape Town human rights NPO, including social media strategy, content creation, channel distribution, and community engagement
- Led branding development, website design, print assets, and template systems for the organisation's visual identity
- Ran donor relations and fundraising campaigns, coordinating communications across community members, institutional partners, and international donors
- Coordinated events, public relations, and programme mentorship alongside full design and communications output

EDUCATION

Matric (NSc)
St Cyprians School

Bachelor of Arts
Psychology & Politics
Rhodes University

BA Honours
Strategic Brand Communication
Vega School of Branding

Short Course
Graphic Design
Red & Yellow Creative School

Short Course
UX/UI Design
GetSmarter - UCT



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