



## PERSONAL DETAILS

**First name:** Samuel  
**Surname:** van Straaten  
**Current residence:** Vredehoek, Cape Town, South Africa  
**Telephone No:** 083 359 2837  
**Nationality:** South African  
**E-mail:** samvanstraaten@gmail.com  
**Age:** 31  
**Date of Birth:** 18 April 1987  
**Gender:** Male  
**Spoken Languages:** English, Afrikaans, German  
**Marital Status:** Single

## TECHNICAL SKILLS

- ✓ Full proficiency in Adobe Creative suite CC including advanced skills in InDesign, Photoshop, Illustrator and Dreamweaver and intermediate skills in Flash and ActionScript.
- ✓ Proven track record in front-end web design and development using CSS3 and HTML5 as well as constantly learning and researching the latest web trends and technologies such as the use of Motion User Interface, SASS libraries, Foundation for Apps using AngularJS and the flexbox grid framework.
- ✓ Fluent in Invision as well as Asana, creating clickable, interactive prototypes, setting up work flows as well as managing projects.
- ✓ Coordinate email marketing campaigns and newsletters using Mailchimp and Graphic Mail.
- ✓ Thorough understanding of typesetting, re-sizing, layout, photographic retouching, printing processes, image resolution, colour profiles and modes, file formats and file transfer technology, taking projects from concept to production.
- ✓ Social media marketing and strategy experience including analysis and reporting.
- ✓ Fully proficient in MS Office including Word, Powerpoint and Excel.
- ✓ Comfortable working both on PC and Mac.

## EDUCATION

- Secondary:** Overberg High School (Caledon, Western Cape, South Africa) class of 2005. Passed with distinction (85% average) and university exemption
- Tertiary:** Stellenbosch University  
**Degree:** BA (Hons) in Visual Communication Design (4 years)
- Main subjects:** Graphic Design, Illustration, Photography, Art Theory, Industrial Psychology, Consumer Behaviour, Advertising, Reproduction Theory
- Other:**
- Adobe Flash design and Actionscript 2.0 development certificate with SwitchOnTraining (2010)
  - HTML & CSS Essential Skills certificate at Friends of Design (2011)
  - Adobe Digital Publishing Suite for Mobile Devices certificate at Friends of Design (2011)

## WORK ACTIVITIES

- ✓ Attention to detail, consciously examining and polishing every element of design.
- ✓ Keen eye for typography, using grid-based layouts to craft leading, kerning and tracking to ensure clean, readable and beautiful type.
- ✓ Versatile design style, bringing structure to design and layout while keeping specific end-users in mind.
- ✓ Liaising and collaborating with account handlers and clients
- ✓ Overseeing junior and intern designers and providing art direction on smaller projects as well as briefing and communicating with the production manager.
- ✓ Brainstorming and conceptualizing on campaigns within a team.
- ✓ Outstanding ability to manage multiple projects simultaneously within deadline parameters while capable of detail-oriented design work.
- ✓ Good understanding of project management fundamentals that optimise flow of information at the design level of a project as well as leadership and planning to ensure that chaos is avoided at all costs.
- ✓ Strong presentation skills when communicating campaign and brand objectives internally and externally when selling an idea.
- ✓ Experience in working directly with clients to establish project scope and receive feedback while maintaining customer relationship and satisfaction.

**8 YEARS**  
**INDUSTRY EXPERIENCE**

References available on request.

## CHARACTER TRAITS

- ◆ highly motivated
- ◆ attention to detail
- ◆ positive attitude
- ◆ professional
- ◆ problem solver
- ◆ honest
- ◆ flexible
- ◆ curious
- ◆ great communicator
- ◆ hard worker.

## WORKING EXPERIENCE

1. Currently employed as a **senior art director** at **Arc South Africa**, a member of the Publicis Africa Group, in Cape Town, a below the line integrated communications agency which specialises in customer relationship management, loyalty programs and direct marketing. Responsibilities include producing ideas for the visual elements of advertising campaigns including direct mail packs and email communications, working on great brands such as the City of Cape Town, BMW, MINI, Virgin Active, Adidas, Reebok, Protea Hotels and Direct Axis.
2. Previously employed as **digital designer** at **Flame Design** in Cape Town, a strategic boutique creative studio. Working on various design projects from concept to print, including corporate, NGO, retail, startup and publishers in the fields of branding and design, advertising, photography, web design and development, packaging, publishing solutions and unique brand communication strategies.
3. Previously employed as an in-house **multimedia designer** and marketing assistant at Sygnia Asset Management in Cape Town, working on client reports, presentations in Adobe Flash, Microsoft Blend and Powerpoint and various other in-house requirements such as invitations, formatting of documents, updating of fact sheets and updating the website.