

JADE FREEDMAN

GRAPHIC & WEB DESIGNER

AVAILABLE FOR HIRE & FREELANCE

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“I'm a creative, self-motivated graphic & web designer from Cape Town with over 12 yrs experience in print, web and identity design.

I'd say I'm down to earth, full of energy & a hard worker... which means I can be smart & fun at the same time! I would consider myself pretty fortunate as my profession simply lets me do what I love all day, every day!

I love all things design and seek balance between work & life..Im always seeking new challenges and possibilities for personal growth.”

My life at a glance*

INTERACTING

brainstorming / pitches
meetings
training & helping

THINKING

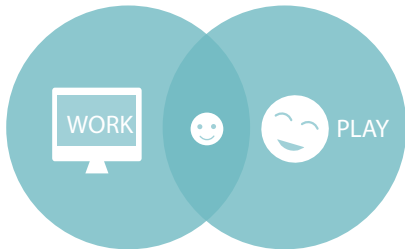
new ideas / learning
planning
problem solving

PRINT

identity & branding
infographics
corporate reports
packaging

DIGITAL

web design
online reports



SOCIALISING

friends / parties

HOBBIES

gym / running
sky diving
deep sea diving

INTERESTS

new destinations
new experiences
design exhibitions

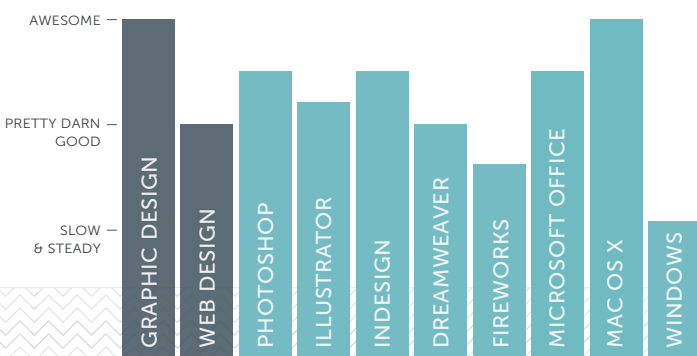
DOWNTIME

hot baths
reading
dreaming

Creative fields*

Branding + corporate identity + graphic design + packaging + website design + information design + typography + editorial design + photography + presentation design + photoshoot management

Technical skills*



Qualifications & employment*

• Qualifications • Employment

Born 5th July, 1978

1996

Eden College, Gresswold - Matric, University exemption

1998

Hirt & Carter, Johannesburg

Diploma in Graphic Design & Desktop Publishing

1999

5th Dimension College of Visual Arts

Web Page design & HTML Programming

MARCH 2003 - APRIL 2007

icandi interactive, Johannesburg - **Graphic Designer**

Creative conception & design execution for marketing and collateral materials. Collaborated with design team to design and produce artwork for marketing & promotional materials. Participated in production of print and promotional items for key clients

MAY 2007 - AUGUST 2008

Global Mouse, Johannesburg - **Senior Graphic Designer**

This senior design position gave me the chance to create, maintain and grow new and exciting brands.

Successfully translated subject matter into concrete design for corporate collateral, direct-mail pieces, advertisements, invitations, logos, corporate identity systems, presentations, animated e-mailers and web sites for clients including Discovery Health, Nike and many more.

Projects were executed from start to finish.

FEBRUARY 2009 - DECEMBER 2012

Motiv, Cape Town - **Head of Design**

Conceived, managed and executed a wide variety of projects for a number of clients including Nedbank, Truworths, TFG (The Foschini Group), Woolworths, Adidas to name a few.

Project work included visual identity development, overall communications, strategy development, annual & online reports, booklets, brochures, greeting cards, posters, banners, promotional merchandise, photography, presentations, animated e-mailers and websites.

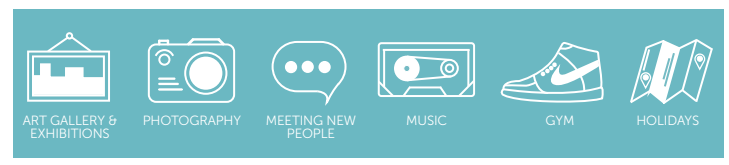
Art direction of photography for annual reports and marketing collateral.

JANUARY 2013 - PRESENT

Freelance Cape Town, Jo'burg - **Graphic + Web Design**

Working on various projects ranging from branding & identity, print, packaging & website design for a variety of clients.

A few of my favourite things*



Why we should work together*

- Ability to conceptualise and think visually.
- Ability to work well alone and within a team of creatives.
- Very good understanding of the principles of design and design theories.
- Good technical skills enables me to use my knowledge of design principles