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# Eautiful design for web & print

I am seeking a challenging new role in London or Surrey, available to start immediately.

phone 0774 302 8924 faye@studiocleanslate.com www.studiocleanslate.com

14 years experience in art direction, graphic design & branding. 3 years web experience. Art director on woman&home magazine. Art director on essentials magazine.

### ★ Key programs

CS5 Indesign, Photoshop, Illustrator Quark XPress, FreeHand, Acrobat

### ★ Skills

Art direction Design and layout Landing pages Websites Banners Repro & scanning Photography & image selection Magazine covers Ad make-up and logos Pagination Re-design of publications

### Understanding of: Html and CSS Web Usability Information Architecture

### **★** Education 1992 - 1994 **Rhodes University, South Africa** Graduated with a Bachelor of Arts degree

(with Psychology, History of Art and Fine Art)

1995 Natal Technikon, Durban Advanced photography

**JAN - APRIL 1999** Hirt&Carter, Desk Top **Publishing and Graphic Design** 



### **Employment history**

### 2009 - present

# **OWNER: CLEAN SLATE**

With 2 young kids at home I started my own freelance business. I worked from home on all sorts of accounts which included websites, landing pages, banners, re-branding, logo's, brochures etc. I LOVE freelancing and find it so rewarding. I love being my own boss and the challenges it brings. I feel that my downfall lies in the financial side - I'm a designer after all.

### 2006 - 2009 **DESIGNER: ECB PUBLISHING**

the Ministery of Education which was tough at the best of times and a huge learning curve after the freedom of magazine design.

### 2004 - 2005

## **ART DIRECTOR: WOMAN&HOME MAGAZINE**

woman&home magazine is a British title which was launched in South Africa in March 2005. I was the first staff member on the magazine, created press releases, posters, story boards and billboards to inform South Africa of our imminent launch.

We launched very successfully in March 2005 after which my husband got relocated to Israel and I had to leave the magazine after completing my 4th issue :(

### My job involved

- Heading up the art department
- Creating templates and style sheets
- Coordinating shoots, going on shoots, photo selection
- Dealing on a daily basis with our repro house
- Page layout and design as well cover design
- Dealing with the successful British team
- Assisting the Editor with ideas for features and selecting appropriate articles to be used that were in keeping with the very specific target market
- Hiring freelancers and overseeing their work

### **≥** 2002 – 2004 **ART DIRECTOR: ESSENTIALS MAGAZINE**

I was hired as a designer for *essentials* magazine and was soon appointed Art Director. The magazine was going through a problematic patch and my brief was to bring the magazine to life. I gave the magazine a complete re-design. After 2 years my Editor got offered editorship at woman&home and asked me to join her on the launch title.

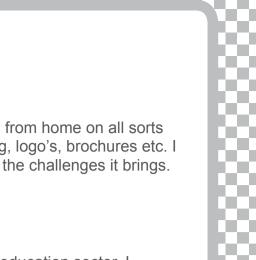
## 1999 - 2001

## **SENIOR DESIGNER: MEHLO MEDIA**

A small advertising agency where I was the sole designer; creating logos, corporate identities, brochures, annual reports, posters and billboards.

Interests: I am absolutely passionate about design. Other interests include running, photography, painting, reading, gardening, travelling, socialising, music, singing, outdoors, walking, mosaicing, being creative, theatre and writing.

References: Frith Thomas, ex-editor of essentials, now editor of woman&home: fritht@caxton.co.za



I worked as a designer at ECB, designing books and book covers for the education sector. I worked in tandem with illustrators, writers and editors, and designed within strict guidelines from