

PERSONAL DETAILS

Jessie Williams

+ 64 27 205 0001

jespadesignnz@gmail.com

EDUCATION

Born and educated in South Africa
National Diploma in Graphic Design
at Durban University of Technology
(NZQA approved)

MAC CAPABILITIES

InDesign CC

Photoshop CC

Illustrator CC

WORK SUMMARY

- Jespa Design, Self Employed, 9yrs
- Savante Advertising, Creative Director, 6yrs
- B&H Design, Design Director, 8yrs
- Young & Rubicam South Africa, 7yrs

MY STRENGTHS

- Fast turnaround
- On brief
- Accurate
- Keep to deadlines

ACHIEVEMENTS

Won Best Marketing Supplier: Schwarzkopf NZ Nov13

Won Best Stand Design: Foodstuffs Expo 2021

WORK EXPERIENCE

Jespa Design

Self Employed

Oct13 to present

After 20 yrs in the ad industry, I decided to venture out on my own doing what I love.... design.

I specialise in print design but also create web and social media assets including EDMs in Mail Chimp and website design in WIX.

My portfolio covers promotional design, point of sale, trade presenters, consumer brochures, print ads, logo design, packaging design, exhibition design, social media and web asset design.

Client portfolio: Schwarzkopf, L'Oréal, Actavis, Essano, CS Company, Trilogy, Mix Limited, Sudima Hotels, Sofitel, Hasbro, The Better Drinks Co. Nanosonics, Marzena.

Savante Advertising

Creative Director (BTL)

Feb07 to Sep13

- As part of a small team, I conceptualised, designed and prepped to print:
- Point of sale, instore merchandising units, expo show stand designs, packaging, trade presenters, consumer brochures, print and digital advertising and corporate identity design.
- Liaised with printers daily. Responsible for proof checking and press-passing when necessary.
- Liaised directly with brand managers on project briefings, changes and approvals when necessary.
- Conceptualised and executed all bi-annual promotions for L'Oréal with their customers: Farmers and Pharmacy.
- **Client portfolio included:** L'Oréal Paris, Maybelline, Garnier, Energiser, Schwarzkopf, Actavis, Douglas Pharmaceuticals, Proctor & Gamble, Zoetis (previously Pfizer Animal Health), Merial Ancare, Kurve, Vital Foods and Pental in Australia.

B&H Design

Design Director

Feb99 to Feb07

- I managed a small design team and was responsible for work in progress, from the creative through to print.
- My role consisted of conceptualising, design, layout, photo retouching and pre-press art of point of sale, instore merchandising units, expo show stands, trade presenters, consumer brochures, advertising, corporate identity and media kits.
- I dealt with printers, proof checking and press-passing to ensure the best print outcome.
- I liaised directly with brand managers on occasion for project briefings.
- **Client portfolio included:** L'Oréal Paris, Maybelline, Garnier, L'Oréal Professionnel, Lancome, Matrix, Subway, PowerPlate, Cadbury, Unichem, Manicare, Hansells and Allied Work Force.

Young & Rubicam South Africa

Graphic Designer

Jan92 to Dec98

Y&R WUNDERMAN CATO JOHNSTON 94-98

- Worked on several local and multi-national brands, ie Ericsson, Revlon, Colgate-Palmolive, Bristol Meyers, South African Post Office, Eskom, Pick 'n Pay.
- My role consisted primarily of conceptualising, design and finished art of direct mail and advertising campaigns.

Y&R HEDLEY BYRNE 92-94

- Worked on Pick 'n Pay Supermarket packaging design. Responsible for the conceptualising, design and finished art of 3 Pick 'n Pay inhouse brands - No Name Brand, Choice and Foodhall.
- I also directed food photography shoots and press passed final product packs.
- Pick 'n Pay Supermarket mailer art direction and design.

“Jessie’s strongest suit has been her ability to draw things together using lateral thinking. She has a bright, spunky personality, maintaining a positive perspective, even when things get tough. She integrates concepts and people well. She sees connections between ideas and processes before others.”

Y&R Young Achievers

Africa Conference '96

Chris Harris

MD Y&R Nairobi

Referees available on request