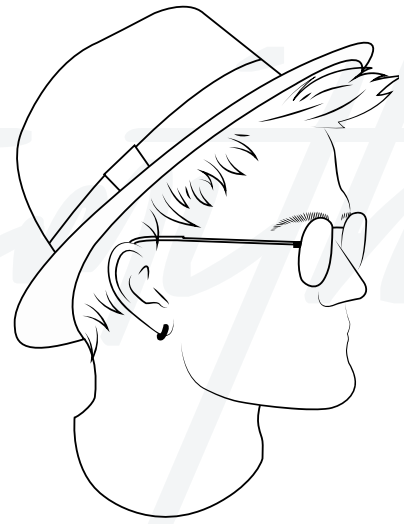



CREATIVE LEAD

NATHAN SMITH



CONTACT

 [Website & Portfolio](#)

 +447735436421

 nathan.smith9145@gmail.com

SKILLS

PROFESSIONAL

- Graphic Design
- Digital Design
- UI/UX Design
- Project Management
- Time Management
- Leadership
- Team Development

EDUCATION

 **COPYWRITING**
VEGA SCHOOL OF ART
Short course in
Copywriting for Brands
2017

 **BACHELOR IN
MULTIMEDIA
DESIGN &
PRODUCTION**
CITY VARSITY
2014-2016

 **EVENT
MANAGEMENT**
VARSITY COLLEGE
2013

PROFILE

I am a cross-platform designer with over 11 years of experience. I have a strong background in graphic design, digital media, web design, UI & UX design, and event management. In addition to working with agencies and clients, I bring a diverse set of skills to every project I undertake. As a highly motivated and creative individual, I possess exceptional computer and design skills, consistently delivering superior work that aligns with client specifications and meets deadlines.

EXPERIENCE

HEAD OF DESIGN | 2023 - PRESENT **LITERAL HUMANS**

As the Head of Design, my role involves overseeing Website and Design client projects, engaging with a diverse range of businesses with unique web and design needs. My responsibilities encompass project management for tasks like comprehensive consumer website redesigns, updating conversion landing pages, and crafting specific UI components. Additionally, I lead the Design team, serving as both a project manager and supervisor for two designers.

- Team management
- UI & UX Design, Graphic & Digital Design
- Brand ambassador
- Client relationship & management

FREELANCE CREATIVE LEAD | 2023 **QS - QUACQUARELLI SYMONDS**

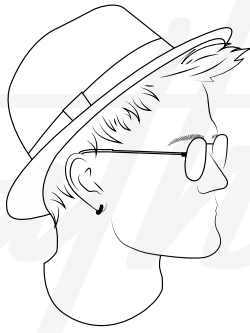
During my time as a freelancer at QS, my responsibilities revolve around crafting compelling marketing campaign designs and preparing comprehensive editorial report documents.

- Campaign Design
- Editorial Reports

HEAD OF DESIGN | 2022 - 2023 **BINDY STREET**

At Bindy Street, I have been responsible for creating world-class user experiences across the company's app and website projects for both Android and iOS platforms.

- Ownership of features, involved in stages of conceptualization all the way to execution and delivery
- Work with tech/marketing to align products across channels
- Executing management systems to streamline the design process within an Agile environment
- Brand/Design Language management across App, Website, and Social Media
- Mentoring and supporting the existing Product/Design team



LANGUAGES

- English (native speaker)
- German (native speaker)
- Afrikaans (fluent)

SKILLS

TECHNICAL

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects
- Adobe Premiere Pro
- Adobe Acrobat
- Microsoft Office
- Sketch
- Figma
- Asana/Monday.com
- Jira
- Word Press
- Forecast
- Freehand Illustration

INTERESTS

HOBBIES

- Swimming
- Hiking
- Camping
- Photography
- Painting
- Chilli Martini
- Film

EXPERIENCE

LEAD GRAPHIC DESIGNER | 2020 - 2022 AVADO LEARNING

As a Lead Graphic Designer at Avado, I brought a creative and multifaceted approach to every project, drawing on my extensive experience in multimedia, marketing, product and design. With exceptional collaborative and interpersonal skills, I was a dynamic team player who demonstrated strong written and verbal communication abilities.

- Line manager to Graphic Design team
- Passionate and inventive creator of innovative marketing strategies and campaigns
- Responsible for company brand development & evolution
- Quality Assurance & Quality Control of all collateral

FREELANCE CREATIVE LEAD | 2022 CAUSALENS

During my time freelancing for causalens, I was responsible for creating all their Annual Team building event collateral.

- Stage/Poster design & Print collateral for event

FREELANCE CREATIVE LEAD | PRESENT PINK ORANGE

As a Creative Lead and Team Management Consultant, I brought a unique set of skills and expertise to the table. Through my work in leadership consulting, team management, and development, I was able to help organizations achieve their goals and objectives by optimizing their creative processes and workflows.

LEAD DIGITAL & UI DESIGNER | 2018 - 2020 ENOTRIA & COE WINE CELLARS

During my time at Enotria, I served as the Lead Digital and UI Designer, overseeing the creation of all digital assets for our online collateral and websites. In addition, I was responsible for providing support to the graphic design team on marketing collateral.

- Website & responsive wireframing
- Event and exhibition collateral creation
- Digital/Marketing campaigns & Editorial work

FREELANCE GRAPHIC DESIGNER | 2018 TIN CUP DIGITAL MARKETING

At Tin Cups I was tasked with overseeing their online marketing campaigns. As part of this role, I also developed and executed a comprehensive Social Media year plan, creating all necessary assets to support these campaigns.

- Social media campaigns & Digital marketing
- Editorial work for company profiles

GRAPHIC & DIGITAL DESIGNER | 2017 GSDH ADVERTISING

During my time as a Graphic and Digital Designer at GSDH, a German advertising agency, I was responsible for designing digital marketing campaigns for a range of international clients, including Drive Now, Kofi Annan Foundation, Nokia, and Philips.

- Digital marketing campaigns & Editorial
- Client relationship and communications

FREELANCE GRAPHIC DESIGNER HR RAWAT GROUP | 2014 GUEST INNOVATIONS | 2016

SET PA | HOGARTH | 2017

GRAPHIC DESIGNER | BONLINE | 2016

GRAPHIC DESIGNER | CITY VARSITY | 2015