

# JEREMY

**RooCruit**

Senior Graphic Designer &amp; Digital Project Manager

Gqeberha, South Africa

## PROFESSIONAL SUMMARY

An award-winning creative professional and ENFJ personality type, naturally driven by problem-solving and empathetic leadership. Expertise spans the full digital spectrum, from managing complex website builds and functional specifications to executing high-impact creative campaigns. A strategic thinker with a proven track record of building stakeholder trust and delivering "brave" creative work that performs exceptionally within budget constraints.

## KEY SKILLS

### Design & Multimedia:

Adobe Illustrator    Adobe Photoshop  
Adobe InDesign    Adobe After Effects  
Adobe XD    Figma    Adobe Audition

### Management & Tools:

Digital Project Management    Strategy  
Microsoft 360    Sharepoint  
Google Ecosystem    Client Liaison

## PROFESSIONAL EXPERIENCE

### Senior Graphic Designer

**May 2021 - Current***Leading South African Healthcare Group*

- Responsible for internal and external creative campaigns, guiding the process from brief to execution.
- Collaborate closely with copywriters to deliver excellence in a highly regulated healthcare environment.
- Established a foundation for creativity by building trust with stakeholders through high-performing, innovative campaigns.
- Manage end-to-end design deliverables that meet complex institutional requirements.

**Digital Project Manager****May 2023 - Current (Freelance)***Independent Digital Consultancy*

- Expert delivery of digital assets including emailers, videos, and Microsoft SharePoint sites.
- Manage developers, designers, and testers while acting as the primary client liaison.
- Write functional specifications for website builds and manage site content directly with clients.
- Brief and debrief internal teams and external suppliers to ensure holistic project success.

**Designer & Internal Communication Specialist****2019 - 2021***Major Financial Services Institution***Midweight Art Director & Designer****2017 - 2019***Global Advertising & Communications Agency***Junior Art Director & Designer****2016***Leading Integrated Creative Agency***AWARDS & RECOGNITION**

- **Loeries 2019:** Gold (Integrated Campaign), Silver (OOH Direct Mail), Silver (Media Innovation), Silver (Graphic Design), Bronze (PR & Media), Bronze (Film - Branded Content).
- **Cannes Lions 2019:** Shortlist (PR), Shortlist (Direct).
- **Ad of the Month (March 2019):** 2nd Place (Integrated - Coca Cola), 2nd Place (PR & Media).

**EDUCATION****BA (Communication Design)****2015***University of Johannesburg***Matriculation****2010***King Edward the Seventh School***CERTIFICATIONS & INVOLVEMENT**

- Board Member: Joseph Project (NPO)
- Strength Finder Certificate: Empathy, Strategy, Positivity, Learner, Belief
- Volunteer: Scripture Union Independent Schools (2011 - Present)

## LANGUAGES

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English (First Language)

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