

# ROSANNE LEITH

## GRAPHIC DESIGNER

### PERSONAL DETAILS

Name . Rosanne Megan Leith  
Nationality . South African  
Location . Cape Town

### CONTACT DETAILS

Mobile . 083 261 1728  
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Website . roseworksdesign.com

### EDUCATION

University of Cape Town  
B.A. Degree English  
1988 - 1990

### PROGRAMMES

Adobe Indesign  
Adobe Illustrator  
Adobe Photoshop  
Wix Websites

My work experience has been in the following fields: film production, printing, publishing and advertising. My role has been largely creative, including: concept, design, finished art and copywriting. I love combining logic and art - where ingenuity and creativity meet. I see the big picture, anticipate problems and like finding the quickest route to the best solution. I enjoy working with and getting to know people.

### WORK | EXPERIENCE

**Roseworks, Dec 1997 - Present Day** | *Owner, Art Director, Graphic & Packaging Designer*

**Main Responsibilities:** Taking the brief, concept origination, design and copywriting, presentation of concepts, finished art, managing the production process, adherence to budget.

**Nature of Work:** Advertisements, Corporate Identities, Logo Design, Brochures, Flyers, Posters, Invitations, Web banners, Book Layout, Packaging Design, Wix Website Design, Copywriting.

**A few brands I've worked on:** Dr. Hauschka, Amazon, Engen, Sunumbra, Pradiance Skincare, Response-Med, Clicks, Bramley Cosmetics, Beaucience Skincare, Eness Cosmetics, Virbac, CTICC

**Freelancer, Mar 1995 - Dec 1997** | *Graphic Designer & Copywriter*

**Nature of Work:** Freelance Art Director & Copywriter

**Freelance Clients:** Y&R, Ogilvy Mather, The Gap Advertising, Berry Bush Advertising, Ad Makers, Wilson Keller/Bosman Johnson Advertising, Cosmopolitan Magazine, The Advertising College of SA

**Y&R Advertising, Mar 1994 - Mar 1995** | *DTP Finished Artist*

**Nature of Work:** Design, Photo Retouching, Finished Art

**Reason for Leaving:** I wanted to start my own business but freelanced back to Y&R

**Freelancer, Nov 1993 - Mar 1994** | *Graphic Designer & Copywriter*

**Nature of Work:** Freelance DTP operator, Art Director, Copywriter, Casting Assistant

**Freelance Clients:** Y&R Retail, Ad Makers Advertising, Traffik Casting Agency

**Kalamazoo Business Systems, Mar 1992 - Nov 1993** | *Graphic Designer & Copywriter*

**Nature of Work:** Marketing and copywriting for Kalamazoo, Mason Stationers & Trend Travel Designer & Editor for Kalamazoo, Masons and Trend Travel's monthly corporate newsletters.

Kalamazoo started a small digital company called Zoo Productions and my first brief was to direct and edit a corporate video for Apple Technologies.

**Reason for Leaving:** I wanted to work in a more creative environment within a team

**Cape & Transvaal Printers, Jun 1991 - Feb 1992** | *Graphic Designer, Marketing Assistant*

**Nature of Work:** Marketing assistant for The Beaumont Press, copywriting for SA Litho, designed CTP's Corporate Race Day invitation packs

**Reason for Leaving:** The CEO offered me a position at one of his other companies, Kalamazoo

**Freelancer, Nov 1990 - Jun 1991** | *Wardrobe, Stylist, Production Assistant*

During the last few months at varsity and for the first year after my degree, I worked for various production houses on the following TV commercials: Netbank, Sealy Posturepedic, Woolworths, M-Net Environment, Jet Stores, Benson & Hedges and Body Mist

**Reason for Termination:** I sought more financial stability



ROSEWORKS