

Hello.

I am an independent creative
professional specialising in
visual communication.

Here's some of what I do.

**If something here connects with what
you're working on, please get in touch.**

Let's connect!

About me

My skills lie in resolving thoughts and ideas into clear, sophisticated and strategic visual communication.

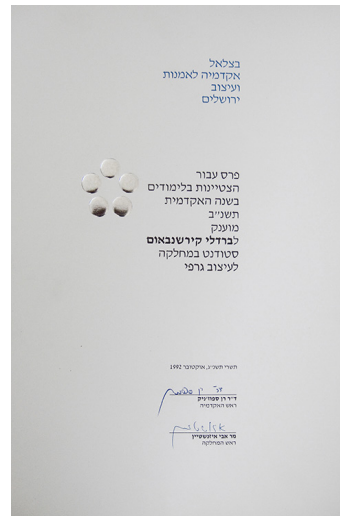
I can prove that great design brings clarity to complexity.

I have extensive experience gained over more than 30 years in my field. I work independently and collaboratively, adapting my role to what each project needs.

I've learned the most about branding from developing my own trademarks with my partner. By running brands ourselves, we've learned about business, budgets, and the difference between necessary and indulgent design.



Me, 2019.



My actual degree, 1993.

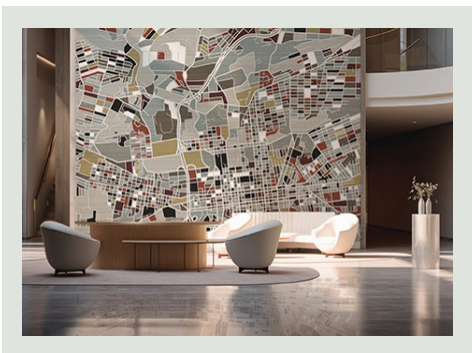
- 1969 Born on 14 February in Johannesburg**
My birth date has somehow become a part of my identity.
- 1986 Matriculated with distinctions in higher grade Maths and Biology**
This has contributed to me becoming a scientifically minded designer.
- 1987 Preparatory studies at Hebrew University in Jerusalem**
Before studying design, I tried humanities academia. Not for me.
- 1993 Bezalel Art Academy cum laude with a Bachelor of Design**
An intense education that shaped my vocation and love of typography..
- 1994 Returned to South Africa**
Just in time for the country's rebirth!
- 1995 Graphic designer then art director at Gitam BBDO**
Basic training in teamwork and deadlines, as only the advertising industry can provide.
- 1998 Joined Blue Moon as design director**
This exceptional company shaped the next phase of my career and personal life.
- 2003 Made partner at Blue Moon Corporate Communications**
Four partners and I completed an MBO. Strategy and integrity were my learnings here.
- 2005 Founded Love Jozi**
My fascination with Johannesburg led to my new side-hustle.
- 2008 Began working independently**
I left Blue Moon to pursue Love Jozi further and navigate my freelance career.
- 2011 Co-founded Market on Main**
My partner and I started this weekly market, bringing real lessons in entrepreneurship.
- 2015 Got married and had a daughter**
I also became an amateur juggler. Career and parenting can coexist!
- 2019 Self-published first book**
More on this on the next few pages.
- 2020+ Independent creative director and designer**
Covid was the catalyst for my next career step.

What I do

I have been truly blessed throughout my career with visionary clients and stimulating, challenging briefs.

My clients range from entrepreneurial startups to large corporates, from academic institutions to advertising agencies, from performing artists to NGOs.

My work includes creative direction, consulting, speaking, brand, publication, online, print, product and merch design.



My trademarks®

As a child, I figured that if I stood on a chair on the front patio of my suburban home, I could see the tip of the Hillbrow Tower.

This started my infatuation with urbanism, city life and the potential of Johannesburg.

I formalised this fixation in 2005 when I registered the Love Jozi trademark. Since then, the brand has become a vehicle that leads to other work.



See more Love Jozi [here](#) and [here](#).

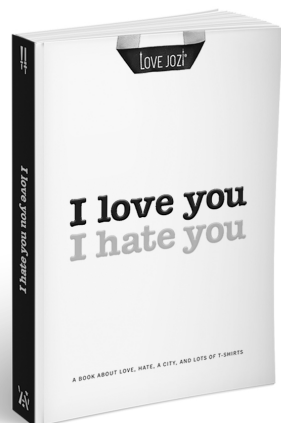


My trademarks®

In 2019 I published a book about Joburg, told through the fifteen year retrospective of Love Jozi.

It included archive imagery and a collection of short essays by contributing writers.

I Love You I Hate You can also be seen as a portfolio of my creative abilities. Beyond publication design, it shows conceptual thinking translated into graphics, campaigns, words, maps, photography and fashion.



More about the book [here](#). Want a copy?



My trademarks®

Black Coffee's garments do the visual talking, while the restrained branding gives them space to do so.

The label, founded in 1998 by my partner Jacques van der Watt, is distinctive for the way it blurs fabrication and fashion through structural designs, characterised by complex, layered shapes.

Press releases, invitations, lookbooks, social media and website are regularly updated to package and market the next season's collection.



BLACK COFFEE®

My trademarks®

Market on Main was a curated weekly market for food and design. We founded it in 2011 to activate a newly developed neighbourhood in Joburg's city centre.

Our mission was to increase footfall, promote tourism and create a community where people could feel relaxed and safe in a happy space in the city.

A handcrafted identity was developed to communicate the market's authenticity. It remained monochromatic, with fun copy set in hand-drawn typography.

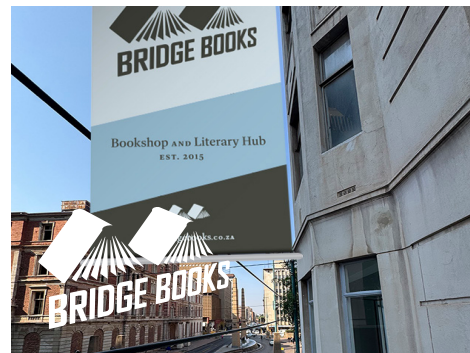
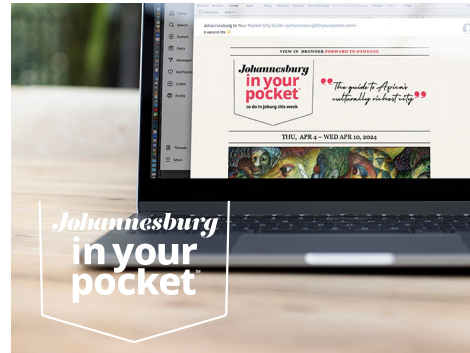


Branding the city

Some of my clients are fellow Joburg warriors, driven by the hope and exhilaration this city dishes out.

Snapshots of projects that have materialised from connections I've made through Love Jozi.

Through my brand I have also connected with retail and wholesale customers as well as B2B clients.



Abbreviated portfolio

I collaborate closely with my clients to develop considered and effective outcomes delivering creative work that we are both proud of.

A selection of client work from the past few years. Detailed case studies are available on request.

My work spans:

- Advertising
- Brand Design
- Cartography
- Corporate Design
- Information Design
- Internal Marketing
- Presentation Design
- Products & Gifting
- Tourism & Destination Design
- Websites & UX

