

# ROBERT DE MOURA

Multidisciplinary Graphic Designer and Art Director

Mobile: 027 372 5647

1 Churton Drive, Churton Park, Wellington

Email: [robdemoura.creative@gmail.com](mailto:robdemoura.creative@gmail.com)

LinkedIn: [www.linkedin.com/in/robert-demoura](http://www.linkedin.com/in/robert-demoura)

Website Portfolio: <https://robmoura.com/>

## PROFESSIONAL SUMMARY

With over 10 years of experience as a **multidisciplinary designer and art director**, I have had the privilege to work on a diversity of meaningful projects for a host of notable clients.

In my formative years, I cut my teeth in traditional design, which included **editorial layout and design, emailers, photo retouching and readying artwork for print and production.**

Over the years, I progressed through the ranks, learning and growing constantly. I have become well-versed in **brand identity development, copywriting concept and campaign ideation, B2B marketing, shopper/retail experience, social media, digital and UI design with a growing passion for UX design.**

My experience transcends industry and sector, having delivered extensive work for some of South Africans largest brands. Sectors include **Fast Food, Finance Fintech, Industrial, FMCG and Automotive.**

Academia adds backbone to my career with a **BA Degree in Creative Brand Communication.** I am currently pursuing an international accredited **Diploma in UX Design.**

I'm a motivated and passionate strategic thinker, capable of bringing energy to any team. I pride myself on tackling problems differently, bringing a unique flair to the work that I deliver. It is my responsibility to push the envelope to produce creative solutions that solve real business challenges.

A self-starter who loves collaboration. I understand the importance of working as part of a greater team and strive to build relationships both internally and externally with clients and partners. Motivating and mentoring team members is extremely rewarding to me. I have a can-do attitude and the flexibility and mindset to adjust to the job and organizational changes. I love the opportunity to learn and evolve as a creative from experiences, trends and courses.

Having a strong ability to maintain a professional and positive manner under pressure in stressful circumstances is key. I believe in transparency and honesty when dealing with individuals and treating people with respect.

## SKILLS COMPETENCY

### Soft skills

#### Communication Skills:

- Written, Craft email responses, briefs & proposals
- Verbal, Present creative work, give clear directions

#### Leadership Skills:

- Conflict management & resolution • Mentoring
- Flexible and adaptive • Innovative

#### Work Ethic:

- Self-starter • Deadline driven • Multi-Tasking
- Resilience under pressure • Resourcefulness
- Problem-solving • Proactive

#### Teamwork:

- Collaboration & networking • Self-awareness
- Empathy • Approachable

### Hard skills

- Art Direction
- Concept development
- Copywriting
- Directing of photoshoots
- Experienced in design principles, techniques & typography.
- Brand & Corporate Identity Development
- DTP, print production and Mac operations
- Solid artistic and layout sensibilities.
- Hand Sketching & Rough Drawing
- Social media post design.
- UI Design
- UX Design, Wire Framing, Journey Mapping, Prototyping
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD)
- Keynote / Power-point
- Mailchimp
- Sketch, Principle animation

## QUALIFICATIONS, EDUCATION, AND TRAINING

- 2020 [Professional Diploma UX design](#) • UX design institute, Glasgow Caledonian University, (Currently inrolled)
- 2010 [Bachelor of Arts Honors Brand Strategy](#) (First year complete) • Vega School
- 2004 [Bachelor of Arts degree Brand Communication and Design](#) • Vega School
- 2001 [IMM Marketing Certification in Business Marketing](#) (First year complete) • Damlin/Allenby Campus
- 1999 [Matric Certificate Secondary school / High school](#) • Eden College

## PROFESSIONAL EXPERIENCE AND CAREER PROGRESSION

### [Freelance Art Director & Design Consultant \(September 2019- Current\)](#)

Currently providing graphic design and creative consulting services to multiple small business and agencies. My role as a freelance art director & design consultant is to collaborate with clients to develop a creative direction, conceptualise and execute designs, and consistently meet deadlines and requirements on budget.

#### Main responsibilities:

- Create UX wireframes and prototypes.
  - Design and rollout of UI.
  - Creating packaging design.
  - Develop business collateral including catalogues, brochures, posters, advertisements, and web assets.
  - Prepare and sent final artwork to suppliers to produce.
  - Prepare and produce web and social media imagery.
- 

### [Senior Art Director / Graphic Design Lead / Creative Manager \(February 2016- August 2019\)](#)

#### [Pixel](#)

A digital-first design agency that promotes engagement, stimulates sales and builds brands through user-focused, digital experiences. Clients include BMW, Nedbank, Interwaste, Sephaku Cement, Bidvest Bank and Suzuki. As a co-founder and creative lead, my role was to manage a multi-disciplinary team of creative.

#### Main responsibilities:

- Lead creative and design concepts.
  - Produce wireframes and roll-out of UI on varies projects.
  - Manage deadlines, budgets, client expectations and goals.
  - Create web and social media imagery as well as e-books, emailers and content for Suzuki.
- 

### [Senior Art Director / Graphic Design Lead \(August 2014 to February 2016\)](#)

#### [LeftRight Advertising](#)

A medium-size design and advertising agency that specialises in strategy, design, advertising, digital and social media solutions. Brands include Bic (shavers, stationery and lighters), Club Med, Grants Whiskey and Weber Barbeques. As a Senior creative, my role was to lead the creative team in developing and executing strategically sound creative concepts that produced on-brand experiences to reflect the client's key objectives and values.

#### Main responsibilities:

- In addition to designing and concept development, my duties entailed delegating projects within the design team.
  - Reviewing and debriefing of creative work.
  - Conducting presentations to clients and maintaining internal and external relationships with clients and suppliers.
  - Designing of web and social media content for Bic Africa across their shaver, stationery and lighter range.
- 

### [Senior Art Director / Graphic Design Lead / Creative Manager \(April 2014 to August 2014\)](#)

#### [Twyne Ideas Company](#)

Boutique advertising agency focused on all aspects of the creative, specialising in strategy, brand architecture & corporate identity development. Brands include McCain Foods, AVI Snackworks, Miele Appliances and Regiments Capital. My role as studio manager and art director required me to guide the creative team.

#### Main Responsibilities:

- Developing on-brand and on-brief strategic and creative solutions within brand guidelines.
- In addition to design and art direction, I assisted client service in creating briefs/ debriefs and mentoring team members.

## PROFESSIONAL EXPERIENCE AND CAREER PROGRESSION

### Graphic Design / Art Director (Aug 2008 to May 2012, Jan 2014 to May 2014)

#### Sauce

A creative agency specialising in through-the-line marketing solutions, focusing on fully integrated campaign strategies. Brands include Wimpy Restaurant Chain, Keg Gastro Pubs, Bank of Athens, Sephaku Cement, TATA Trucks, International Trucks, Famous Brands. My role entailed bringing the brief and concept to life, from induction to completion, while working within budget, timeline and production constraints.

#### Main Responsibilities:

- Prepared concept mockups and presented to top-tier clients.
- Responsible for adapting and rolling out approved creative artwork across various media.
- Communicating with internal and external stakeholders or departments.
- Proficient at working on and coordinating multiple briefs simultaneously.
- Directing of photoshoots.

---

### Art Director / Graphic Design (July 2007 to 01 August 2008)

#### BlueGround Creative

A collaborative hub of talented specialists representing all areas of communication. Brands include The De Beers Group, Namdeb, Debswana, DTC and Henkel. My role was to assist the senior graphic designer in creating branding, sales and marketing collateral for clients in a range of industries.

#### Main responsibilities:

- Preparing finished art for production, coordinating with external suppliers.
- Creating a wide range of graphics and layouts for product illustrations, company logos, and website design.

## INTERESTS

I'm a kinda outdoorsy, craft beer enthusiast with a passion for fly fishing. Fuelled by Todd Schorr's lowbrow art, Jean-Michel Basquiat's neo-expressionism, and graphic design godfathers, Joshua Davis and David Carson. I'm here to make my mark through a unique blend of cracking creativity.

**Reference supplied upon request.**