

Curriculum Vitae

natalie morton

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Education

2000 - Sutherland High School

Senior National Certificate

2004 – University of Stellenbosch

BA in Fine Art (Applied Graphics)

Work Experience

September 2005 to July 2009 – MCD, Johannesburg

Medium to Heavy Weight Graphic Designer. Given the opportunity to be the only graphic designer for the MCD Group, a dynamic and forward-thinking advertising agency that works with large corporates such as Old Mutual and Anglo American in South Africa, I was quickly called upon to take over the responsibilities of a senior graphic designer, despite my age.

The experience that I have accumulated over the past two-and-a-half years has ranged from pitching for large Government contracts to working on a campaign for The Freedom Park, a heritage site which Nelson Mandela developed in South Africa. I handle everything from liaising with clients, design and layout, to ensuring a successful print campaign because of my advantage of working closely with a leading print company in Johannesburg. This has led to my gaining valuable experience in the ability to preparing files for print, without any problems, and understanding the practicalities of print.

Amongst the many clients that I do work for, I designed the World XV Rugby logo, and have been involved in design for the Lions Rugby Team, Nu Metro Cinema's new branding and have enjoyed working with four of the biggest corporates in South Africa.

I personally feel that my biggest achievement to date is the planning and successful execution of a powerful Variable Data campaign for one of South Africa's largest cellular provider, Nashua Mobile. This campaign is ongoing and has enabled me to gain huge experience in print personalization.

February to Middle July 2005 – Mercurymoon, Cape Town

Junior Graphic Designer. Handled all aspects of working in the design studio, from liaising with clients to handling repro. Gained valuable industry experience. Projects involved designing Edgar's "Planet e" newsletter, corporate identities, packaging design for export products, business branding for interior décor, banners, liaising with various printing companies, and many varied smaller projects. The reason I left Cape Town was that I needed to be more challenged every day and I realised that Johannesburg held wider possibilities.

February to May 2005 – Vriende Van Afrikaans

Freelance Designer. Designed a CD cover for the "Ou Vriende" Afrikaans CD and presented ideas for a standing roller banner.

February to November 2004 – University of Stellenbosch

Research Assistant and Website Designer at the University of Stellenbosch's Language Centre. Researched the relationship between image and text. Designed the Language Centre's website Photographed a variety of subject matter for use in the final website design. Learnt how to interact with clients. Built interpersonal skills.

Freelance Illustrator. Produced illustrations for a medical workbook for Tigerburg Campus. Produced illustrations for an Aids awareness CD-rom developed for local school children.



**June 2004 - Up and About Advertising, Cape Town**

Interned. Participated in brainstorming sessions on new concepts. Gained further Adobe Photoshop skills. Was able to gain insight into the graphic design industry.

April 2004 - Time Square, Johannesburg

Shadow work

April 2004 - Ramata Inathi Communications and Printers, Johannesburg

Shadow work. Worked in the production environment with the Production Manager, pre-press and finishing departments to learn about digital and lithographic printing, including the technical and practical aspects of full colour printing.

2003 - Orphans Indaba

Freelance Designer. Designed a logo for Orphans Indaba.

2003

Freelance Designer. Designed a Student Representative Council Campaign poster for a candidate running for SRC at Stellenbosch University.

2000 Southern Implants Pretoria

Freelance Designer. Corporate stationary. Medical label designs.

1999 Glycar SA Pretoria

Freelance Illustrator. Produced instructional medical Illustrations.

Computer Skills

XMpie - Used for Variable Data Communication projects. Good grasp of this program

Indesign - Used for layout and design in most projects. Good grasp of this program

Photoshop - Used for elements in most of my project.

Freehand 10 - Used for layout and design. Excellent grasp of this program

Illustrator - Used for design

Achievements

2005 – Invited by the University of Stellenbosch to submit 5 final year projects to the 2005 Loerie Awards.

2004 - Graduated first in my class in Graphic Design in final year

2004 - Received 3 merit awards at the 2004 Think Ahead Awards for Packaging, Corporate ID and Book Cover design

2003 - Finalist in the Oude Libertas Amphitheatre Brochure competition

2003 - Top 10 Finalist in the Woordfees poster competition

2004 - Graphic work chosen for the Timo Smuts Exhibition (Stellenbosch)

2003 - Photographic work chosen for an exhibition in Pieter Dirk Uys Darling Gallery.

References

Monique or John McDonald, employers at MCD, 082 463 8660 or 082 463 8661

