

CARIKE V. ROOYEN

Integrated Designer/Art director

SOUTH AFRICAN INTEGRATED DESIGNER & ART DIRECTOR CURRENTLY BASED IN DUBAI, UAE. OVER THE YEARS, I'VE COMMITTED TO HONING MY CRAFT AND EXPLORING NEW THINGS TO CREATE THE BOLDEST IDEAS. SKILLED AT BRIDGING DESIGN CRAFT WITH CREATIVE STRATEGY TO DELIVER COHESIVE BRAND EXPERIENCES. CLIENTS I'VE WORKED WITH TO DATE INCLUDE HONDA MENA, PORSCHE AL NABOODA, UBER TURKEY, WASL, AND SOHAR INTERNATIONAL. NEOM TROJENA, ASMAK, CENTREPOINT ME AND MANY MORE.

EXPERIENCE

Art Director

Bpg Group, Dubai, UAE Feb 2023 - Present

- LEAD VISUAL CONCEPT DEVELOPMENT FROM INITIAL IDEA THROUGH EXECUTION ACROSS CAMPAIGNS, SOCIAL, AND BRAND PLATFORMS.
- TRANSLATE CREATIVE STRATEGY INTO CLEAR VISUAL SYSTEMS AND CAMPAIGN EXPRESSIONS.
- OWN AND EVOLVE BRAND VISUAL IDENTITIES ACROSS MULTIPLE TOUCHPOINTS AND MARKETS.
- ART DIRECT PHOTOSHOOTS, GUIDING COMPOSITION, STYLING, MOOD, AND FINAL ASSET SELECTION.
- ENSURE VISUAL CONSISTENCY AND CRAFT EXCELLENCE ACROSS ALL DELIVERABLES.
- COLLABORATE CLOSELY WITH COPYWRITERS, STRATEGISTS, AND ACCOUNT TEAMS TO DELIVER COHESIVE IDEAS.
- CONTRIBUTE TO PITCHES, CONCEPT DEVELOPMENT, AND SPECIAL PROJECTS ACROSS KEY ACCOUNTS.

KEY CLIENTS: HONDA MENA, PORSCHE AL NABOODA, NEOM TROJENA, SOHAR INTERNATIONAL, ASMAK, CENTREPOINT ME

Graphic designer/Art Director

Arena Holdings, Johannesburg, SA Feb 2019 - Feb 2023

- CONCEPTUALISED AND DESIGNED EDITORIAL LAYOUTS, COVERS, AND FEATURE SPREADS FOR PRINT AND DIGITAL PUBLICATIONS.
- DEVELOPED VISUAL STORYTELLING APPROACHES ALIGNED WITH EDITORIAL STRATEGY.
- MAINTAINED CONSISTENCY OF TYPOGRAPHY, LAYOUT SYSTEMS, AND VISUAL TONE ACROSS ISSUES.
- COLLABORATED WITH EDITORS, PHOTOGRAPHERS, AND PRODUCTION TEAMS TO DELIVER HIGH-QUALITY FINAL OUTPUTS.
- PROPOSED CREATIVE CONCEPTS FOR SPECIAL EDITIONS AND FEATURES.

KEY CLIENTS: WANTED MAGAZINE, SMAG, THE EDIT, THE EDIT MAN, THE EDIT LIVING



Designer

Tiso Blackstar, Johannesburg, SA Feb 2018 - Aug 2018

- ASSISTED WITH LAYOUT DESIGN FOR PRINT AND DIGITAL PUBLICATIONS.
- MAINTAINED VISUAL CONSISTENCY ACROSS RECURRING CONTENT.
- SUPPORTED PHOTOSHOOTS AND ASSISTED WITH VISUAL QUALITY CONTROL.

KEY CLIENTS: SUNDAY TIMES SOUTH AFRICA

EDUCATION

The Open Window Institute

BA in Visual Communication majoring in Communication Design

Zwartkop High School, SA

High school diploma

SKILLS & RECOGNITIONS

Core Skills

- ART DIRECTION & VISUAL CONCEPTING
- BRAND SYSTEMS & IDENTITY DESIGN
- CAMPAIGN & SOCIAL VISUALS
- INTEGRATED CREATIVE THINKING
- CROSS-FUNCTIONAL COLLABORATION
- ADOBE CREATIVE SUITE (PHOTOSHOP, ILLUSTRATOR, INDESIGN, ETC.)
- MANAGING MULTIPLE WORKSTREAMS & DEADLINES
- TYPOGRAPHY & LAYOUT SYSTEMS

Personal Recognitions

- YOUNG LIONS FINALIST, UAE (2025)
- CAMPAIGN ME CREATIVE FACES TO WATCH (2024)

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