

CARIKE V. ROOYEN

Integrated Designer/Art director

SOUTH AFRICAN INTEGRATED DESIGNER & ART DIRECTOR CURRENTLY BASED IN DUBAI UAE. OVER THE YEARS, I'VE BEEN DEDICATED 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 ON TILL NOW ARE HONDA MENA, PORSCHE AL NABOODA, UBER TURKEY, WASL, SOHAR INTERNATIONAL. NEOM TROJENA, ASMAK, CENTREPOINT ME AND MANY MORE.

EXPERIENCE

Integrated Designer

Bpg Group, Dubai, UAE Feb 2023 - Present

- MAINTAIN AND EVOLVE BRAND VISUAL IDENTITY.
- LEAD DESIGN CONCEPTS FROM IDEATION THROUGH EXECUTION AND DELIVERY.
- OVERSEE AND ENSURE VISUAL CONSISTENCY ACROSS CAMPAIGNS AND SOCIALS.
- OVERSEE ASSET DELIVERY, FILE PREPARATION, QUALITY CHECK, PROOFING.
- ART DIRECT PHOTOSHOOTS AND OVERSEE VISUAL ASSETS PRODUCTION.
- DEVELOPED SOCIAL MEDIA CREATIVE STRATEGY AND CONTENT
- CONTRIBUTED TO PITCHES AND SPECIAL PROJECTS.

Graphic designer/Art Director

Arena Holdings, Johannesburg, SA Feb 2019 - Feb 2023

- DESIGNING PAGE LAYOUTS, FEATURE SPREADS, COVERS, AND INTERNAL PAGES IN BOTH PRINT AND DIGITAL FORMATS
- ENSURING CONSISTENCY OF VISUAL STYLE, TYPOGRAPHY, AND LAYOUT ACROSS AN ISSUE / PUBLICATION
- SELECTING, CROPPING, RETOUCHING, OR INTEGRATING IMAGES / ILLUSTRATIONS
- LIAISING WITH PRODUCTION / PRINTING VENDORS TO DELIVER FINAL FILES
- PROPOSING CREATIVE VISUAL CONCEPTS FOR SPECIAL ISSUES OR FEATURES



Designer

Tiso Blackstar, Johannesburg, SA Feb 2018 - Aug 2018

- ASSIST WITH PAGE LAYOUT FOR PRINT OR DIGITAL ISSUES
- UPDATE OR MAINTAIN STYLE CONSISTENCY ACROSS RECURRING PAGES
- HELP CHECK PROOFS FOR VISUAL ACCURACY
- OCCASIONALLY ASSIST DURING PHOTO SHOOTS

EDUCATION

The Open Window Institute

BA in Visual Communication majoring in Communication Design

Zwartkop High School, SA

High school diploma

SKILLS

Core Skills

- COLLABORATING & COMMUNICATING
- CONCEPTUAL & STRATEGIC THINKING
- TIME & WORKFLOW MANAGEMENT
- CREATIVE INITIATIVE
- CURIOSITY

Technical Skills

- PROFICIENCY IN ADOBE CREATIVE SUITE (ILLUSTRATOR, PHOTOSHOP, INDESIGN)
- STRONG UNDERSTANDING OF VISUAL PRINCIPLES
- CREATE OR ENFORCE VISUAL SYSTEMS ACROSS MULTIPLE PLATFORMS.

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