



As a Senior Art Director and Design Lead with over 17 years of experience at some of South Africa’s top global agencies, my specialities include branding, communication design, advertising, and digital design. I am a positive and driven team player with a leadership style that balances both a determined drive and innovation with empathy, humour, and kindness. My passion for both creativity and adventure helps me to continually shape impactful and unforgettable brand experiences.

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FEB 2025 - SEP 2025	AUG 2024 - NOV 2024	JULY 2024 - AUG 2024	EDUCATION
<p><b>HALE DESIGN</b></p> <p>CREATIVE DIRECTOR</p> <p>I led Hale Design Studio’s underground creative practice as Creative Director, shaping brands through strategy, design, and narrative. We specialised in strategic thinking, concept and execution across web, UX/UI, digital, content, branding and communication design, creating solutions that helped clients stand out in competitive markets.</p> <ul style="list-style-type: none"><li>Set creative direction and translated concepts into impactful outcomes</li><li>Built and maintained strong client partnerships aligned to strategic goals</li><li>Led and mentored the studio team, fostering growth and collaboration</li><li>Oversaw studio management, planning, and operational momentum</li><li>Drove milestone-based delivery to ensure consistency and creative excellence</li></ul>	<p><b>STUDIO X</b></p> <p>FREELANCE CD</p> <p>I worked as a Creative Director within Coca-Cola’s in-house agency, Studio X, leading brand campaigns and content across multiple African markets. The role required balancing global brand consistency with locally relevant creative solutions, ensuring Coca-Cola remained culturally connected and impactful.</p> <ul style="list-style-type: none"><li>Directed integrated campaigns across digital, experiential, and traditional channels</li><li>Shaped creative concepts into work that aligned with Coca-Cola’s global brand platform while tailoring to local insights</li><li>Partnered with senior marketing and strategy teams to deliver business-driven creative solutions</li><li>Mentored cross-disciplinary creative teams and fostered collaboration across markets</li><li>Ensured projects maintained creative momentum, hitting milestones with consistency and quality</li></ul>	<p><b>AUCKLAND TRANSPORT</b></p> <p>DESIGN LEAD   ART DIRECTOR</p> <p>Led the art direction and visual language for the Room To Move campaign, tackling the challenge of city parking alongside the Creative Director.</p> <ul style="list-style-type: none"><li>Defined the campaign’s visual identity and design system</li><li>Delivered execution across digital and physical touchpoints</li></ul> <p><b>NICEWORK</b></p> <p>FREELANCE DESIGN LEAD</p> <p>Worked as senior art director and designer on The Chocolate Bar creative campaign, shaping its visual identity and campaign design.</p> <ul style="list-style-type: none"><li>Developed the campaign’s art direction and design execution</li><li>Delivered creative assets that translated the concept into impactful brand communication</li></ul>	<p><b>BACHELOR OF ARTS</b></p> <p>IN INFORMATION DESIGN</p> <p>The University of Pretoria 2004 - 2007</p> <p><b>SKILLS</b></p> <p><b>CREATIVE EXCELLENCE</b></p> <p>Creative Direction Art Direction Creative Strategy Visual Design &amp; Comms Branding Digital Photography Travel Content Creation</p> <p><b>LEADERSHIP</b></p> <p><b>TEAM WORK</b></p> <p><b>CREATIVE STRATEGIC PLANNING</b></p> <p><b>RELATIONSHIP BUILDING</b></p> <p><b>PRODUCTION</b></p> <p><b>SOFTWARE</b></p> <p><b>ADOBE CREATIVE SUITE</b></p> <p>InDesign Photoshop Illustrator</p> <p><b>FIGMA</b></p> <p><b>KEYNOTE</b></p> <p><b>POWERPOINT</b></p> <p><b>ADOBE ACROBAT</b></p> <p><b>MICROSOFT WORD &amp; EXCEL</b></p>

I'm also a proud mom to an almost two-year-old, which has added a whole new dimension to how I see creativity, resilience and joy. I love bringing a bit of who I am into my work, whether that's a sense of adventure, humour, or a deep care for the people I collaborate with. For me, creativity isn't just about making things beautiful, it's about creating brand experiences people remember and feel.

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## DEC 2022 - DEC 2023

HOORAH DIGITAL  
FREELANCE CD

I had the privilege of overseeing AVON's in-house digital creative studio, Nova Arcade, as the Creative Director for the leading cosmetics and skincare brand. My team was responsible for developing and executing innovative creative solutions and strategies that helped elevate the brand's online presence.

- Ability to judge creative concepts and copy, and clearly communicate creative direction to others, as well as lead and deliver innovative digital creative solutions.
- Forged senior-level bonds with client management and their internal teams.
- Collaborated with management to understand both internal and client goals and strategy
- Maintained good relationships with the broader internal team, fostering a spirit of teamwork.

## SEP 2021 - SEP 2022

FCB JOBURG  
FREELANCE CD

As Creative Director for Portfolio 5, I managed a team of digital designers, art directors, and copywriters for Coca Cola Africa (15+ countries) and other sectors.

- Effectively worked on several campaigns managing multiple workstreams, under pressure and tight deadlines.
- Guided and managed the creative output of the conceptual and creative production teams to deliver thoughtful, exciting and effective work.
- I helped develop the agency's marketing and new business strategies.
- Pioneered new ideas that anticipated the client's future creative needs.
- Navigated a tumultuous client relationship and successfully managed to secure more business.
- I sat on the management team and was responsible for corporate planning, including creative resource and job description formulation.

## OCT 2022 - APR 2023

KING JAMES ACCENTURE  
FREELANCE DESIGN LEAD


I worked as a Freelance Senior Art Director and Design Lead, specializing in branding and communication design. My focus was on re-inventing large African brands such as Liquid Intelligence Technologies, Anglo American, and Allan Gray.

- Conceptualized and crafted large brand systems and built compelling design solutions.
- Custodianship and quality assurance of the brand systems.
- Assisted the Executive Creative Director with development and executions of campaigns and projects, from conception to execution.
- Crafted engaging pitch and presentation decks.

## INTERESTS

BIRDING / BIRD ILLUSTRATION  
PLANTS /GARDENING  
WATER COLOUR PAINTING  
ACRYLIC CARVING  
WILD UNTOUCHED SPACES  
TRAVEL PHOTOGRAPHY  
SURFING / YOGA / TENNIS  
CAMPING  
COOKING

- GUEST LECTURER 2011 - 3rd year Information Design at The University of Pretoria
- GUEST BLOGGER 2012-2016 - Africa Geographic Content Creator
- TRAVEL BLOGGER / CONTENT CREATOR 2012-2016 - My travel-related content has been featured in numerous magazines, blogs, websites, and even in a few books worldwide.
- CREATIVE CIRCLE JUDGE - Won many AFRICAN AWARDS, including: Loeries, Pendorings, Prisms and Assegais.

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## JAN 2018 - AUG 2021

### FREELANCE

#### SENIOR ART DIRECTOR & DESIGN LEAD

I collaborated with top agencies to re-invent major South African brands, including Absa, Cell C, Liquid Intelligence Solutions, and Minute Maid Cappy, delivering effective through-the-line creative strategies.

- Understood the importance of the "big idea" and how well the work reflected it within the framework of the clients' brand and business problems and objectives.
- Delivered and packaged creative ideas with cohesive and persuasive rationales for campaign approaches.
- I conceptualised and crafted large brand systems and built compelling design solutions.
- Consistently led and supported the creation of award-winning work.

## NOV 2019 - FEB 2020

### McCANN 1886

#### FREELANCE CD

As a Freelance Creative Director, I helped run the in-house digital creative studio for MultiChoice. A major satellite television service in Africa specialising in innovative digital creative for the sports and kids entertainment categories.

- Lead and conceptualised digital marketing campaigns as well as oversaw the quality and diversity of all creative concepts developed within the Multichoice Stable.
- Custodianship and quality assurance of the brand's digital presence across 9 African countries.
- Fostered a spirit of teamwork and camaraderie within the team.
- Worked under pressure and managed workloads effectively with tight budgets.

## SEP 2011 - DEC 2017

### FREELANCE

#### ART DIRECTOR & DESIGNER

As a Freelance Designer and Senior Art Director, I had the privilege of working with top South African agencies for extended periods, fully immersing myself in the culture and delivering projects from start to finish. My exceptional work ethic and collaborative approach made me a valuable team player, consistently delivering high-quality projects.

- Developed innovative conceptual and visual stylistic direction across all media platforms for a wide variety of clients in partnership with copywriter teammate.
- Professionally navigated ideas from strategic concept development to completion and creative development of the agency's marketing and new business development.
- Guided and inspired the team to create tactical and conceptually effective campaigns.
- Assisted in the creation of compelling presentation decks.

## JAN 2008 - SEP 2011

### HELLO WORLD

#### ART DIRECTOR & DESIGNER

At the end of my graduation from The University of Pretoria I was head-hunted by top SA advertising man Theo Ferreira, ex TBWA Hunt Lascaris to join him as an Art Director and Designer at his new ideas start-up.

- Assisted, planned and executed design projects and other creative content across multiple platforms.
- During my first year in the industry, I won 5 silver Loerie

## REFERENCES

[Click here](#) to see a list of references.