


KIRSTY

ANNANDALE

Web & Print Designer

CONTACT DETAILS

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PROFESSIONAL SKILLS

Photoshop (*Expert*)

inDesign (*Advanced*)

Web Design (*Advanced*)

Print Design (*Advanced*)

WordPress (*Advanced*)

Joomla/Other CMS (*Intermediate*)

Mailchimp (*Advanced*)

Majestic Mail System (*Advanced*)

Pmailer Email System (*Advanced*)

Secretarial / Admin (*Expert*)

Microsoft Office (*Advanced*)

Social Media (*Advanced*)

LANGUAGES

English (*1st language*)

Afrikaans (*2nd language*)

SUMMARY

I am a *web designer* with over seventeen years of experience in designing, developing and maintaining websites. Versatile, hardworking, reliable and efficient professional with experience ranging in size from small 1 page static websites to full scale database driven websites, with content management systems, for large corporate companies. My diversified skills include design, development, HTML, CSS, Email design, Social Media design and maintenance, content management and project management. I develop websites using WordPress, but can familiarise myself in various other content management systems. Excellent phone and digital communication skills.

I am also a *print designer* with over six years of experience in designing and laying out various printed items which include business cards, brochures, pamphlets, flyers, booklets, signage, product labels and packaging. Skills include design, layout, InDesign, Photoshop, liaising with printers, creative team and advertisers.

OBJECTIVE

My objective is to obtain a part time position allowing me the opportunity to meet new people as well as allowing me the flexibility to be with my young children and continue my freelance work in the web and print design field.

WORK EXPERIENCE

July 2001 to present

I.C.E. – internet corporate exposure

I am a self employed web and print designer and have worked on projects for clients in South Africa, USA and United Kingdom.

During this time I have also freelanced to various companies and agencies doing their web design, print design and email campaigns.

WORK EXPERIENCE *(continued)*

The work I have done while being self employed includes:

Electronic / Digital : website design / revamps, website development, Email design and bulk emailing, online banner adverts, electronic newsletters, content management systems (Wordpress), photo and image editing.

Print : I design business cards, letterheads, corporate brochures, flyers, signs and banners, school magazines, pamphlets, product labels and product packaging, posters, calendars.

Bulk Emails : Design mailers, send out using Mailchimp and other mail sending systems.

Social Media : Update Facebook and Twitter manually and using Hootsuite to schedule posts.

Inbox Art (USA) - January 2005 to June 2006

I freelanced to this company designing and laying out 10 to 25 mailers every month (it varied every month) for the homebuilders industry in the USA. I did the layout and design using logos and images supplied. I supplied HTML files ready to be imported into the email programme for emailing out to various databases.

JPC Infonet (UK) - April to November 2007

JPC was a company that designed, developed and hosted websites for various companies. I freelanced to them for a short time while I lived in the UK. I designed 8 to 10 basic websites. I was supplied logos, images and content but had creative freedom.

Wetpaint Advertising (South Africa) - February 2009 to July 2015

Wetpaint is a design and advertising agency. I freelanced to this company developing all their websites for the various clients. They supplied me the design files in PDF format and I converted these designs to HTML and built the websites. I also designed animated banner adverts for various websites and built email campaigns and mailers from supplied designs. I supplied the HTML files and set up the email campaigns ready to be sent out.

The Cloud Group (South Africa) - September 2014 to December 2017

The Cloud Group is a Google Cloud Partner specialising in Cloud Consulting, Network Management, Online Marketing and Custom Development. I freelanced to the company as their web designer, designing and developing websites for their various clients. During my time with the company I designed and maintained 20 to 25 websites and maintained a further 20 websites. I also designed the company's own website and marketing material which included banners for presentations, email invitations, corporate brochure, product brochure and business cards.

OnShow Solutions (South Africa) - March 2016 to September 2016

On Show Solutions is a dynamic exhibition and events team. Their events are trade focused, connecting the right people for maximum business return. Africa Showcase is their signature event, promoting travel to Africa, held every year in Africa, Asia, Australia, Europa and North America. I had a 6 month contract as their designer. I did the design of all material for each event which included email invitation, followup invitation with links to RSVP, exhibitor and event information document (3 to 5 page PDF), exhibitor booklet (30 to 45 pages detailing all exhibitors and venue information with images), exhibitor slide show in PowerPoint, sign, table numbers, post exhibition document (3 to 5 page PDF with images and feedback and stats from the event) and post exhibition mailer. During the 6 month contract there were 4 events.

While freelancing to the above companies I worked mostly from home, allowing me to freelance to more than 1 company at a time and do work for my own clients directly.

WORK EXPERIENCE (*continued*)

June 2000 to July 2001

Logical Datatec (South Africa)

I was employed as a graphic / web designer for a large company on a full time basis. I used Photoshop and HTML for the website design. I was allocated 3 client accounts which included Randwater, Water Wise and Audi South Africa. *The Audi South Africa website was nominated for a Loerie Award* (advertising award)

October 1998 to May 2000

Internet Strategies (South Africa)

I was employed as a graphic / web designer for a small company on a full time basis. We worked on various exhibition websites which included Computer Faire, Markex, Decorex and Tel.Com

October 1997 to September 1998

Standard Bank (South Africa)

I was employed as a web designer on a 12 month contract basis at Standard Bank South Africa, to work on the intranet site for one of their IT departments. While working in this position I had the opportunity to attend an ASP 3 course and a Photoshop course to update my existing Photoshop skills.

OTHER WORK EXPERIENCE

Prior to the previous jobs listed I worked as an *editorial assistant* at the Comair (British Airways) inflight magazine. My role included *general secretarial and office administration responsibilities* (typing, dictation, petty cash, sorting mail, filing, reception, client liaison). As the editorial assistant it was my responsibility to assist the editor of the magazine in various tasks which included proof reading articles and advertisements and typing all content. I also contributed short articles / snippets to the magazine.

Before working as editorial assistant at the Comair inflight magazine I was an *editorial assistant* for 2 IT publications. Both these publications started off as print versions but after a while the company started up an online division and I was asked to be part of the new team setting up the websites and making both publications available digitally. I also designed the first Computer Faire website.

This step was the start of my Web Design / Development career.

EDUCATION

1988-1992

Northcliff High School

Matric Certificate

1993

Lesley Carnelley Business College

Executive Secretarial Course

- Typing
- Office administration and all general secretarial functions
- First level office accounting
- Event organizing
- Meeting planning / Diary management
- Reception and phone skills

Various short courses in Web Design (Photoshop and Gif Animation), ASP and Introduction to Flash

ACHIEVEMENTS

1997

Computer Faire Website

Computer Faire was South Africa's biggest Computer and IT exhibition. I designed the first Computer Faire Website which also happened to be my first website that I designed. The day it was launched it took close to 1 million hits within the first 4 hours. Being my first website and being the first Computer Faire website it was one of my proudest moments which set my career on it's path.

2001

Audi Website

In 2001 I worked on the Audi website with 2 other people. There were no content management systems at the time so the website was all manually developed and built using HTML and Javascript. It was nominated for a Loerie Award which is a prestigious award in the advertising industry in South Africa.

July 2001 to present

My own company

I started my own company in July 2001 after being retrenched. I have successfully run my own business for over 16 years doing web design and, the last 6 years, print design. I did all the design work and day to day running of the business on my own. I continued to run the business while I lived in the UK in 2007. This has been my greatest achievement.

2009 to 2016

MatsiMela Home Spa

I designed the website for MatsiMela Home Spa in March 2009 and managed the designing of all their product packaging across their various ranges of products. I outsourced the print design but in December 2011 the client said she wanted me to do the design work myself and learn to do print design as she liked my work and trusted me. I taught myself inDesign and print design and have since taken on many print design jobs.