



LIEZL ENGELBRECHT

e: liezl@yourcupofdesign.co.za

c: +27 (0)82 889 2005

📍 Lani Street 2 | Vredendal | 8160



SKILLS

- Adobe CS
- Wordpress
- Office Suite
- Brand building
- Bilingual: English & Afrikaans
- Problem solving
- Thinking creatively
- Attention to detail
- Communication



PROFESSIONAL PROFILE

- Graphic Design specialist with 20+ years of experience in the management of the complete design process, from conceptualisation to delivery.
- Expert at corporate ID's and brands - both building, implementing and keeping them in line.
- Skilled with Adobe Creative Suite (Illustrator, Photoshop, InDesign) and Microsoft Office.
- Willing and able to work independently and as part of a team.
- Can work under pressure, meet deadlines and multi-task.
- Able to stretch the boundaries.



TIME LINE

1994

Matriculate,
La Rochelle Girl's
High School | Paarl

1998

Junior Designer,
Cyberia

2002 - 2005

In-house Designer,
Concord



1995 - 1997

Higher Diploma Graphic Design, Cape
Peninsula University of Technology

1999 - 2002

Live and play in England. Work as Junior
then Mid-weight Designer at
Aukett Architects, London.

2006 - 2010

Senior Designer then Art Director,
Engine Room Advertising Agency

2020

Start own freelance
business



2011 - 2019

Art Director then Creative Director for Amdec Group,
creating and managing various brands for them. Finally
focusing mainly on Melrose Arch



NOTES ON PROFESSIONAL TIME LINE

Amdec Group, Cape Town & Johannesburg

Property Development company, owners of Melrose Arch, Evergreen Lifestyles, Val de Vie, Pearl Valley and Westbrook (PE).

Developed numerous marketing tools (logos, brochures, newsletters, info-graphics, presentations, and advertisements) and guaranteed that they exceeded the expectations. Lead in the design, development, implementation and establishment of various brands including the brand identity, layout, and production of communication materials.

Manage up to 5 projects or tasks at any given time while under pressure to meet weekly deadlines.

The Engine Room, Cape Town

A full-service ad agency devoted to the well-planned execution of customised campaigns.

Managing, producing and designing projects from brief to fulfilment. Designing advertisements, brochures, handouts, flyers and online graphics. Ensuring consistency in a clients corporate and promotional brands. Managing and regulating work load

traffic for the studio. Presenting finalised ideas & concepts to clients, colleagues and senior managers. Answering queries from clients. Working with a range of media, including setting up and directing photography sessions.

Concord, Cape Town

A maritime design company also offering maritime training courses.

In-house designer, responsible for all the training materials and manuals. From design, layout through to production. Design of corporate stationery, brochures, flyers, annual report etc.

Aukett Architects, London

An inter continental architect firm with 9 office across Europe.

An in-house designer, designing for designers. (Very good training on paying attention to detail.) Lead in the design, development and implementation of the graphic, layout, and production communication materials and presentations to clients.



EDUCATION

1994

Matriculated with exemption, Maths (A), Art (A), History of Art (A+) La Rochelle Girl's High School | Paarl

1995 - 1997

Three year Higher Diploma in Graphic Design, Cape Peninsula University of Technology | Cape Town



INTERESTS



reading



painting



animals



cooking
& baking



music



entertaining

YOUR CUP OF TEA?

Contact me today

LIEZL ENGELBRECHT

e: liezl@yourcupofdesign.co.za

c: +27 (0)82 889 2005