

 **CURRICULUM VITAE**

Surname	Netherlands
First Name	Grant
Date of Birth	20/04/62
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email	gnetherlands@telkomsa.net
School	King Edward V11
Matriculated	Matriculated 1981
Subjects	English Afrikaans Maths Science History Art
Wits Tecknikon	1st and 2nd year Graphic Design
Diploma	AAA School of Advertising and Design - 1990 International Diploma (Recieved bursary and was offered position to lectured part time in rendering and layout.)
Courses attended	New Horizons Computer academy Cs3 Photoshop Freehand Quark express Illustrator Corel Draw Pagemaker HTML and XHTML - CS Holdings DTP Box - Quark express Human Resources Instituute - Self Management



WORK HISTORY

Name of Company

Grey Advertising

Period of employment

Jan 1991 to Dec 1992

Position Held

Designer / Jnr Art Director

Accounts

Mazda

Smith Klein Beecham

Goodyear

Wimpy

Milky Lane

New Business

Responsibilities

Assisted heads of Design

Campaign Launches

Photographic shoots / Direction

Finished artwork

Storey boards

Client Presentation

Design and Layout

Typography

Rendering

Concept Boards

Bromide Camera

References

Ian Sheppard -MD

Barrett Joubert (Head of Design)



WORK HISTORY

Name of Company

Scharrer Edwards Frasier Advertising

Period of employment

Jan 1993 to Dec 1993

Position Held

Art Director

Accounts

Reumech

Telkor

Polygon Systems

Saucony

New Business

Responsibilities

Concept Design

Campaign Launches

Photographic shoots / Direction

Finished artwork

Storey boards

Client Presentation

Design and Layout

Typography

Rendering

Concept Boards

References

Andrew Edwards

Joss Scharrer



WORK HISTORY

Name of Company

Edgars (Head Office)

Period of employment

Jan 1994 to Dec 1994

Position Held

Art Director / Mens fashion / Kids Fashion

Accounts

Edgars marketing Mens and Kids fashion

Responsibilities

Concept Design

Campaign Launches / in-house presentations

Photographic shoots / Direction / Sourcing locations

Finished artwork / Location shoots

Designed and selected final trannies for catalogues

Client Presentation, Concept Boards, authors

corrections through to production

Design, Layout and Typography

References

Mario da Silva



WORK HISTORY

Name of Company
Young and Rubicam

Period of employment
Jan 1995 to JAN 1996

Position Held
Senior Art Director

Accounts
Pick and Pay (National and Regional)

Responsibilities
Campaign Launches / New Launches
Photographic shoots / Direction / Design and Layout
Finished artwork / Location shoots
Designed and selected final trannies for supplements
Client Presentation, Concept Boards, authors
corrections through to production
Art direction and Typography
Storeyboards / DTP

References
Hagen Weideman
Rivo



WORK HISTORY

Name of Company

Rapp Collins (South Africa)

Period of employment

Feb 1996 to Jan 1998

Position Held

Senior Art Director

Accounts

JCI Limited

ABSA

Microsoft

BMW

Dions

Makro

Edgars

United Bank

HMS (medical)

SABC

CU Life

Responsibilities

Direct mail design, concept development

Campaign Launches / New Launches

Photographic shoots / Direction / Design and Layout

Finished artwork / Location shoots

Designed and selected final trannies for supplements

Client Presentation, Concept Boards, authors

corrections through to production

Art direction and Typography

References

Luke Hartegan



WORK HISTORY

Name of Company

Wallscapes (Design and painting studio)

Period of employment

March 1998 to Feb 2000

Position Held

Senior Designer / Project manager

Accounts

Monte Casino

SABC

Consol Glass

Fishmonger

Lego

Sony Play Station

Bev Wizz

Carnival city

Mac donalds

Responsibilities

Campaign Launches / New Launches

Large scale mural development

Cartooning, Illustration, painting

Photographic shoots / Direction / Design and Layout

Finished artwork / Location shoots

Designed and selected final trannies for supplements

Client Presentation, Concept Boards, author

corrections through to production

Art direction and Typography

References

Gail Resnick

Wallscapes



WORK HISTORY

Name of Company

8 Seconds Branding and Marketing

Period of employment

March 2000 to Jan 2002 / continued / freelancing

Position Held

Senior Art Director / Freelance designer

Accounts

MTM

Esselen Park

Coke

Bettaway Products

World conference

Responsibilities

Storeboards for coca cola

Corporate id

Catalogue and Brouchure design

Campaign Launches / New Launches

Large scale mural development

Cartooning, Illustration, painting

Photographic shoots / Direction / Design and Layout

Finished artwork / Location shoots

Designed and selected final trannies for supplements

Client Presentation, Concept Boards, authors

corrections through to production

Art direction and Typography

References

Anna Kukoc

Laine Barnard



WORK HISTORY

Name of Company

Launchit Branding and Marketing / cubes and cones

Period of association

Feb 2002 to July 2006

Position Held

Creative Director / Associate / Partner

Accounts

BMW

Daimler Chrysler

MTM

Pharmaline industries / Tempur

Norval Wentzel Steinberg

Hotpaper

Nucles /

Netcare

Mecer computers

Various ad agency's

Learning Resources

JD Group

Responsibilities

Design and layout

Corporate id / Corporate development

Catalogue and Brouchure design

Campaign Launches / New Launches

Logo and Stationary design, Newsletter design

Cartooning, Illustration, Rendering

Photographic shoots / Direction / Design and Layout

Finished artwork / Location shoots

Photographic selection for supplements

Client Presentation, Concept Boards

Authors corrections through to productions

Art direction and Typography

References

Arlene Pascoe



WORK HISTORY

Name of Company

Ogilvy
(BATSA)

Period of contract

Feb 2007 / March 2007

Position Held

Group Head / Creative

Accounts

(BATSA)
British American Tobacco

Responsibilities

Brand custodian.

Understanding brand architecture, and implementing
The creative brief from within.

Outsourcing narratives to various teams.

Creating a platform for consistency within the CI.
Concept development for the trade presenters to
the Wholesalers and Retailers,
along with innovative ideas.

References

Wayne Lubbe

