



AMY SCANLEN

SENIOR FREELANCE GRAPHIC DESIGNER

INFO



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REFERENCES



Humankind Ad Agency

Willem Kitshoff

Regarding Design

Jeremy Stewart

EHL Holdings

Colleen Stephens

Volcano Ad Agency

Bradley Copeman

Joe Public

Pepe Marais

TBWA Gavin Reddy

Nathan Reddy

OVERVIEW

Professional Summary

Creative and detail-oriented Graphic Designer with over 15 years' experience crafting visual identities, packaging, and digital assets for global brands. Skilled in Adobe Creative Suite, layout design, and brand storytelling, with a strong focus on creating cohesive, user-centered visual solutions.

Core Expertise / Key Skills

- Comprehensive Ad Campaign Development
- Photography and Art Direction
- Product and Event Launches
- CI and Brand Manual Development
- Brand Identity and Evolution
- Outdoor and Vehicle Branding
- Packaging Design
- Social Media Campaigns

Software Proficiency

- Adobe Creative Suite
- Microsoft Word
- Excel
- PowerPoint
- Social Media Platforms

CAREER HISTORY

2011 - Current Carbon Angel Design Freelance Senior Designer

- Creative development for integrated ad campaigns across print, digital, and outdoor media.
- Managed packaging design and production from concept to shelf.
- Oversaw campaign photography and art direction for major product launches.

Accounts worked on: Vermilion Consultancy, MatsiMela Home Spa, 3D-Beauty, Car World Panelbeating, Red Fence Custom Made Equestrian Jumps, Maria McCloy Fashion, RSB Auto Group, Bulldog Abrasives, Maroun Group, 1TWO1 Cellular, Rapha Private Nursing Services, Pronto Italian Restaurant, Perfect Pack, YDx Agency, Moulded Image, Drip Vape e-Liquid, Rial Heim, Elu Group, Kholosani Investments, Publishared, Just Jump, Lilo Productions, Willow Soaps, Matsi Cosmetics, SARB, Exclusive Books, Meridian Capital Advisory, Mancosa, IntEdu Connect, Sola Sealer, ActivSkin, JNF Investments, Energy Emporium, Various CI's, Private Event Design.

2010 - 2010

Humankind Ad Agency Freelance Senior Designer

- Develop and deliver creative visual assets for campaigns ensuring alignment with brand guidelines
- Work closely with senior designers, copywriters, and marketing teams to refine concepts, implement feedback, and maintain consistent brand identity.

Accounts worked on: 8-ta & CNA, Bridgestone, Supa Quick, First For Women, Budget, Auto & General, Dial Direct Insurance, AA Insurance, 1Lifedirect, Prominent Paints.



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CAREER HISTORY

2009 - 2010

Regarding Design Freelance Senior Designer

- Develop and execute visual assets for campaigns in line with brand guidelines.
- Ensure deadlines and quality standards are met.
- Maintain brand consistency across all channels and touch points.
- Contribute creative ideas to enhance visual impact and audience engagement.

Accounts worked on:

54TH & Lex , Aristocrat Gaming, Colliers , MTN, Just Enough, Parsons Brickerhof, Mindcor, VSlots, Wigebosdrift, Intoto Art Gallery.

2008 - 2009

EHL Holdings Middle Weight Designer

- Supported brand evolution through refreshed CI applications, campaign roll-outs, and cohesive visual systems across media.
- Contributed to national advertising campaigns from concept to roll-out, ensuring alignment with strategic marketing goals.

Accounts worked on: Ellerines, Beares, Dial-a-Bed, Furniture City, Geen & Richards, Wetherlys, African Bank.

2006 - 2008

Volcano Ad Agency Middle Weight Designer

- Delivered creative concepts and layouts across print campaigns, ensuring brand consistency.
- Collaborated with marketing and art direction teams to execute high-impact visuals under tight deadlines.
- Enhanced brand identity through refined typography, layout design, and cohesive visual storytelling.

Accounts worked on: Cellini, Tiger Brands, Macro, Reggies, Toys R Us, Babies R Us, Virtual Station, Baby & Co, Toys Zone, R-Zone, Autopage Cellular, Progressive Investment Holdings, Master Foods: Whiskas and Pedigree, Premier Foods, Nu Metro, Sony, GSK, African Bank.

2004 - 2006

Joe Public Ad Agency Junior Designer

- Design executions across brand and print platforms, ensuring alignment with strategic objectives.
- Translated creative briefs into impactful visual concepts that elevated brand presence and engagement.
- Worked on projects from concept to delivery, maintaining high design standards under tight timelines.

Accounts worked on: CTM, Netstar.

2002 - 2004

TBWA Gavin Reddy Ad Agency Junior Designer

- Supported senior designers in developing visual assets for print, and comprehensive campaigns.
- Produced on-brand layouts and marketing materials that improved visual consistency across platforms.
- Collaborated with art directors, copy writers, photographers and other vendors.

Accounts worked on: Edcon (Edgars; CNA; abc Shoes; Red Square; Jet), MTN, Y-FM, Various Corporate Identities and Logo Designs.

EDUCATION

1997

ROEDEAN SCHOOL SA: IEB Matriculant with Distinction.

1999 - 2001

AAA SCHOOL OF ADVERTISING: Design, Integrated Marketing Management & Photography.

AWARDS

2001

AGFA PHOTOGRAPHY AWARD