

LIZE-MARIÉ SWAN

SENIOR ART DIRECTOR

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Q: How do you eat an elephant? A: One bite at a time, of course!

PROFESSIONAL SUMMARY

Award-winning Senior Art Director and Designer with 15+ years of experience leading concept-to-production campaigns and brand systems for major FMCG, retail, pharmaceutical, and hospitality brands. Skilled at mentoring teams, presenting to senior stakeholders, and delivering high-volume, commercially effective creative across print, digital, and retail channels.

WHAT I BRING

- * **Art Direction & Creative:** Art direction · Concept to craft · Campaign platforms · Brand systems · Typography & layout · Visual design · Illustrations & infographics · Solving complex creative problems · Presenting to stakeholders · Key visual development · Packaging design · Retail & POS design · Storyboarding · stylescapes
- * **Tools & Production:** Adobe Creative Cloud (InDesign, Photoshop, Illustrator, XD, Premiere Pro, After Effects, Firefly) · Figma · Affinity Suite · HTML & CSS · Wireframing · Digital ads (GDN, DV360 HTML5, BannerFlow) · UI/UX · JIRA · Workbook · Microsoft Office · Workday
- * **AI & Emerging Tools:** Adobe Firefly · Midjourney-style tools · WPP Open (Google Imagen 3, OpenAI GPT, Anthropic Claude, Bria, Runway) · SDXL · Grok · Image prompting · AI-assisted concept development
- * **Leadership & Collaboration:** Mentoring junior designers · Running projects from concept to delivery · Cross-functional team collaboration · Managing deadlines · Taking and giving feedback · Long-term brand stewardship · Stakeholder presentations · Client pitching
- * **Industry Experience:** FMCG · Pharmaceutical & Healthcare · Retail & Shopper Marketing · Hospitality & Casinos · Automotive · Telecoms · Gaming & Sports Sponsorship · Confectionery & Nutrition

EXPERIENCE

IN-HOUSE SENIOR DESIGNER (ART DIRECTION FOCUS)

OSIRIS TRADING (PTY) LTD – PART OF SUPERGROUP (BETWAY) – AFRICA

(APRIL – AUGUST 2026)

- * Led strategic design and content creation for high-volume marketing campaigns across 8 Betway Africa properties and Jackpot City (3 languages), delivering an average of 489 banners per campaign (450 BannerFlow) for sports sponsorships, player retention, and digital promotions.
- * Collaborated with multidisciplinary teams (App Store, SEO, PPC, Affiliate Marketing) and product owners to deliver cohesive campaign assets under tight timelines, managing workflow via JIRA and daily scrums.
- * Mentored junior designers on design excellence, technical best practices, and AI-assisted workflows (Adobe Firefly) while enforcing brand visual identity and consistency across all creative outputs.
- * Partnered with senior leadership and stakeholders to gather requirements, present concepts, incorporate feedback, and ensure successful campaign delivery, contributing to a team of 8 that produced 69,000 assets between January–June 2026.
- * Designed retention banners and multi-market BannerFlow assets in Photoshop, proposing look and feel before handoff to the AV team for digital billboards and extended formats.

Key properties: Betway.co.za, Betway Africa (Zambia, Botswana, Mozambique, Tanzania, Nigeria), Jackpot City

SENIOR DESIGNER (ART DIRECTION FOCUS)

VML (WUNDERMANTHOMPSON) – SOUTH AFRICA

(MARCH 2021 – FEBRUARY 2026)

- * Operated at Art Director level on Nestlé Nutrition and Confectionery accounts (NAN, NANKID, Lactogen, Lactokid, MILO, KitKat), leading creative development of annual Integrated Communication Plans presented to Nestlé leadership and delivering full-year HCP and DTC campaign rollouts.
- * Art directed the South African localization of Nestlé's global NAN® OPTIPRO® GOLD 4 campaign, conceptualizing culturally relevant scenarios, developing storyboards, and directing both live-action and animated social content while maintaining the premium, science-led tone.
- * Led creative direction for Nestlé Confectionery's "Enjoy a Little Magic" Winter 2024 campaign, shaping the overarching idea and art directing the 30" TVC and cutdowns, key visuals, animated DOOH, and social executions.
- * Directed the 2024 Lactokid talent library shoot (casting, production briefs, moodboards, and art direction) to build an authentic South African asset bank for social, digital, and OOH.

- * Art directed multiple successful RFP pitches including BCX (2021, won), SABC Sport (2023), and Wimpy, developing key visuals, stylescapes, digital funnels, and presenting creative direction to clients.
- * On the Telkom account, designed promotional campaign pages and full customer journeys, created GDN banners and social assets, supported the website platform transition, and mentored junior designers while leading client presentations.

Key accounts: Telkom SA, Nestlé Infant Nutrition, Nestlé Confectionery, Amazon, BCX

SENIOR ART DIRECTOR

THE ODD NUMBER – SOUTH AFRICA

(NOVEMBER 2019 – JULY 2020)

- * Led the creative design and development of three major promotional retail campaigns for GAME stores (50th birthday, Black Friday, and Festive), delivering in-store POS, digital banners, OOH, and broadsheet designs.
- * Directed campaign creative across retail and digital channels, ensuring visual consistency and commercial impact for high-volume seasonal and milestone activity.

Accounts: Game Stores, a division of Massmart / Walmart

SENIOR CONCEPTUAL ART DIRECTOR

PROMISE GROUP – SOUTH AFRICA

(OCTOBER 2017 – OCTOBER 2019)

- * Conceptualized and art directed AfriSam campaigns, including the 2019 Pink Day breast cancer awareness initiative and multiple print campaigns (Sustainable, High Strength, Full Range, and eSwatini Independence).
- * Designed the AfriSam 2020 stationery range, which won a Silver Muse Creative Award in 2020 in the Marketing – Calendar category.
- * Delivered retail creative for Edcon brands, including CNA back-to-school catalogues, in-store POS, shelf talkers, die-cut mobiles, escalator branding, and seasonal campaigns, as well as Boardman's winter TVC and Jet quarterly catalogues and social content.
- * Designed comprehensive brand collateral for Bestmed, covering product brochures, membership guides, service provider guides, internal forms, emailers, year-end brand campaigns, and product launch storyboards.
- * Led creative development for additional clients including PPC's Pregnancy Complications Cover campaign, a proposed rebrand and new logo identity for GSD, and promotional items for RMB.

Key accounts: Edcon Specialty Division, AfriSam Cement, BestMed, Rand Merchant Bank (RMB), AYO Technologies

SENIOR ART DIRECTOR / COPYWRITER

O'DONOGHUE & ASSOCIATES (ODA) ADVERTISING – SOUTH AFRICA

(APRIL 2016 – OCTOBER 2017)

- * Led creative on the Unilever Food Solutions account; earned Silver A' Design Award and Bronze Creativepool Award for the Chef Heidi DIY spice recipe campaign.
- * Evolved the Reuterina Probiotic brand for Ascendis Pharma and successfully launched its new website; supported additional accounts including Spar Group (BuildIt), Dunlop, and Johannesburg Expo Centre.
- * Independently directed concept-to-production work for pharmaceutical and FMCG brands, developing multi-campaign OTC programs for Sinucon and packaging solutions for RTE Snacks and Wondrous Water.
- * Created brand identity for Bygard and contributed to RFP pitches and internal sales activations for Unilever Food Solutions.

Key accounts: Unilever Food Solutions, Ascendis Pharmaceuticals, Spar Group (BuildIt), Dunlop (SRSA), Johannesburg Expo Centre

ART DIRECTOR

OGILVY (REDWORKS/ GEOMETRY GLOBAL) – SOUTH AFRICA

(FEBRUARY 2014 – MARCH 2016)

- * Developed through-the-line promotional campaigns for Sun International Casinos and Hotels (27 properties across Africa and South America), creating original design work while maintaining brand consistency.
- * Partnered with copywriters on shopper marketing and activation campaigns for Vodacom SA, Grandpa, Nestlé, and GSK (Mondelez), presenting concepts to clients.
- * Contributed to the successful Vodacom SA RFP pitch ("Summor Summer") while at Geometry Global, helping secure a long-standing agency partnership.
- * Delivered campaign creative and promotional assets in a standard agency structure, collaborating closely with traffic, account executives, and marketing partners.

Key accounts: Vodacom SA, Grandpa, Nestlé, GSK (Mondelez), Sun International

ART DIRECTOR / TEAM LEADER

STRAIGHT TWISTED – SOUTH AFRICA

(SEPTEMBER 2012 – JANUARY 2014)

- * Recognized for delivering the most consistent retail campaigns for Nissan South Africa in 2013.
- * Served as brand custodian and creative lead for Nissan South Africa, managing people, projects, and resources across Retail, Parts & After Sales, Africa Division, Dealer Network, and Internal Communications; received a Bronze A' Design Award for the Nissan Wiper Blade print advertisement.

- * Led art direction, design, and conceptualization of advertising campaigns and materials for Nissan South Africa, Soviet Clothing, Treger Brands, Everguard, and LawCredit.
- * Managed studio workflow to ensure all client briefs were met on time, on target, and executed to the highest quality.

Accounts: Nissan South Africa, Soviet Clothing, Treger Brands, Everguard, LawCredit

JUNIOR GRAPHIC DESIGNER

PURE MEDIA ADVERTISING – SOUTH AFRICA

(SEPTEMBER 2011 – AUGUST 2012)

- * Delivered art direction, graphic design, and conceptualization of advertising campaigns, publication designs, and printed materials for Lancet Laboratories, National Business Initiative (NBI), and O.R. Tambo Airports Company South Africa (ACSA).
- * Developed campaign and print collateral across healthcare, corporate, and aviation sectors.

Key accounts: Lancet Laboratories, National Business Initiative (NBI), O.R. Tambo Airports Company South Africa (ACSA)

EARLY CAREER

- * **Website Publisher Assistant** | HBS (HOST BROADCASTING SERVICES) | 2010 | Six weeks at the official FIFA broadcasting services during the 2010 FIFA Soccer World Cup. My duties were to update broadcasting information on the FIFA-MAX server for the 2010 FIFA Soccer World Cup.
- * **Intern** | BREINSTORM BRAND ARCHITECTS | 2010 | One week during winter. Designed (under the guidance of the creative director) a fabric pattern for Marianne Fassler, a renowned South African fashion designer, for her 2010 spring collection.
- * **Intern** | TBWA | 2010 | Two weeks in fall. Designed a logo for the LAB and brainstormed on various ideas and concepts.
- * **Freelance Web Designer** | Tania Strauss | 2010 – 2026 | Designed and developed a personal website and blog for singer Tania Strauss.
- * **Intern** | AGENT ORANGE DESIGN | 2009 | Six weeks during summer. Designed packaging for Precision products, color laser cartridges, designed elements for various websites, brainstormed logo designs, made corrections on a publication, and designed an open day T-shirt for Boston City Campus & Business College.
- * **Importer** | Anime at Montana | 2007 – 2009 | Owned and operated a small business importing and selling anime figurines and wall scrolls from China.
- * **Waitress & Art/Wine Promoter** | Cynthia's Restaurant and Art Gallery | 2005 – 2006 | Served customers and promoted monthly wine selections and current local fine art paintings.
- * **Au Pair** | Helping Hands | 2004 | Supported a family's children with transportation to extracurricular activities and educational assistance.
- * **Volunteer/Educational Assistant** | 2004 | PRETORIA ART MUSEUM | Volunteered as an educational assistant and guide for the Pretoria Art Museum. During this time I set up workshops and helped manage some art exhibitions.

AWARDS AND ACHIEVEMENTS

JURY MEMBER

VAND DESIGN RESPONSIBILITY MOVEMENT (2025)
Honored to be selected as one of only 90 global jury members, contributing to the recognition and celebration of international creative and design excellence.

<https://www.vand.org/Announcement>

SILVER AWARD

MUSE CREATIVE AWARDS (2020)
Honoring excellence in creative and design innovation across global industries.

<https://museaward.com/winner-info.php?id=3149>

BRONZE & SILVER AWARDS

A'DESIGN AWARDS (2020)
Recognizing outstanding creative achievement and advancing international design standards.

<https://competition.adesignaward.com/design.php?ID=90682>

<https://competition.adesignaward.com/design.php?ID=90685>

BRONZE AWARD

THE CREATIVE POOL ANNUAL (2018)
Celebrating creativity and innovation within the global design community.

<https://creativepool.com/lizeswan/projects/diy-spice-blends-by-chef-heidi>

SHORT LISTS

<https://creativepool.com/lizeswan/projects/afriam-sustainability-print-advert-for-afriam>

<https://creativepool.com/lizeswan/projects/afriam-2020-stationery-for-afriam>

FINALIST – FRESH TALENT

ECO DESIGN INITIATIVE CHALLENGE (2012)
Awarded for innovative and sustainable design solutions showcased at the Design Indaba, Cape Town.

Sponsors: South Africa Department of Arts and Culture, Swedish Art Council, The Swedish Institute, the SVID-Swedish Industrial Design Foundation, INDEX:design to improve life and The Earth Child Project.

EDUCATIONAL INFORMATION

UNIVERSITY OF PRETORIA

BACHELOR OF ARTS – VISUAL STUDIES (2003–2006)

- * History of Art, Visual Communication Studies, Drama and Film Studies, Cultural History, Information Science, History of Western Philosophy, Industrial Psychology, Marketing Management

UNIVERSITY OF JOHANNESBURG

DIPLOMA – GRAPHIC DESIGN (2008–2011)

- * Design Techniques, Communication Design, Graphic Design Drawing, Professional Graphic Design Practice, History and Theory of Graphic Design

Certifications

QA.LTD	(2026)	AAA SCHOOL OF ADVERTISING	(2012)
* Product Launch Campaigns Best Practice for Pharma & Healthcare		* Copywriting	
OGILVY DIGITAL MARKETING ACADEMY	(2015)	NATIONAL COLLEGE OF PHOTOGRAPHY	(2003)
* Content Strategist, email Marketing Essentials, Digital Analytics for Marketers		* Intermediate course in Photography	
MAURICE KERRIGAN AFRICA	(2014)	HOËRSKOOL JAN VIJJOEN (HIGH SCHOOL)	(2002)
* Effective Speaking and Presentation		* National Senior Certificate	

OTHER INFORMATION

DESIGN SKILLS:

Brand Systems, Brand Consistency, Typography, Layout, Visual Design, Illustrations, Infographics, Creative Problem-Solving, Campaign Platforms, 360-Degree Campaigns, Point-of-Sale (POS), In-Store Collateral, Retail Design, Packaging Design

LEADERSHIP & COLLABORATION:

Mentoring Junior Designers, Design Critique, Project Oversight, Cross-Functional Collaboration, Stakeholder Presentation, Feedback Integration, Deadline Management, Brand Guidelines

DIGITAL & TOOLS:

Adobe Creative Cloud (InDesign, Photoshop, Illustrator, XD), Figma, Affinity Suite, HTML, CSS, Wireframing, UI Design, UX Design, Digital Advertising, Google Display Network (GDN), DV360, HTML5 Banners, Landing Pages, E-commerce Journeys, BannerFlow, JIRA, Workday

AI & EMERGING TOOLS:

AI-Assisted Concept Development, Image Generation, Adobe Firefly, Midjourney-style tools, WPP Open, SDXL, Grok, Runway, Image Prompting, Rapid Ideation, Lovable

LANGUAGES

* English, Afrikaans

MEMBERSHIPS

- * The World Design Consortium
- * International Designers Association
- * VAND Design Responsibility Movement

AUTHORIZED TO WORK IN THE UNITED STATES