

Q: *How do you eat an elephant?*

LIZE-MARIÉ SWAN

INDEPENDENT CREATIVE MAVERICK

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CAREER STRATEGY

A: One bite at a time.

EMPLOYMENT EXPERIENCE

VML (WT MERGER) - JOHANNESBURG

SENIOR DESIGNER (MARCH 2021 – FEBRUARY 2026)

As Senior Designer on Telkom SA's digital account, I developed campaign and landing pages, paid media assets (GDN and HTML5 DV360 banners), user flows, and e-commerce journeys, while optimizing website design. Following the merger, I transitioned to Nestlé®, creating 360° campaigns for Infant Nutrition brands (NAN®, NANKID®, Lactogen®, LACTOKID®, Cerelac®, Nestum®) and confectionery brands (KitKat, BarOne, Hot Chocolate and Milo®).

Accounts: Telkom® SA, Nestlé® Infant Nutrition, Nestlé® Confectionary, Amazon, BCX,

THE ODD NUMBER - JOHANNESBURG

CREATIVE DIRECTOR (NOV 2019 – JULY 2020)

Enhanced point-of-sale and in-store collateral while guiding creative teams to deliver effective 360° retail campaigns.

Reason for leaving: Retrenched

Accounts: Game Stores a division of Massmart / Walmart

PROMISE GROUP - JOHANNESBURG

SNR. CONCEPTUAL ART DIRECTOR (OCT 2017 – OCT 2019)

I received a Silver Muse award for the AfriSam 2020 Stationery Design and an internal 1st Idea Award for text to donate emoji ideas.

Reason for leaving: Offered CD position at the The Odd Number

Accounts: Edcon Speciality Division (Edgars, Jet, CNA, Boardmans and Edcon Cellular), AfriSam Cement, BestMed Medical Aid, Rand Merchant Bank (RMB), AYO technologies.

ODA ADVERTISING - DURBAN

SNR. ART DIRECTOR / COPYWRITER (APR 2016 – OCT 2017)

While working on the Unilever account, I earned a Silver A'Design Award and a Bronze Creativepool Award for the Chef Heidi's DIY spice recipe campaign. I also helped evolve the Reuterina Probiotic brand for Ascendis Pharma and successfully launched its new website.

Reason for leaving: Family responsibilities back in Johannesburg

Accounts: Bygård Automation Business Solutions, Ascendis Pharmaceuticals (Sinucon, Sinucon C, Zetop, Biocort), Styleline Sanware, SRSA (Dunlop), Unilever Food Solutions, Wondrous Water, Spar Group (BuildIt), RTE Snacks (On the Go nuts and dried fruit snacks), Johannesburg Expo Centre and Nolands Auditors.

OGILVY - JOHANNESBURG

ART DIRECTOR (FEB 2014 – MAR 2016)

REDWORKS: During my two years at Ogilvy, I successfully launched numerous TTL promotional campaigns for Sun International Casinos.

GEOMETRY GLOBAL: Following Redworks' merger with Hogarth and the integration into Geometry Global, I continued working primarily on Sun International while gaining additional experience in shopper marketing and activations for clients such as Vodacom SA, Grandpa, Nestlé, and GSK (Mondelez).

Reason for leaving: Retrenched

Accounts: Sun International Hotels, Resort, and Casino. Sun International boasts a portfolio of 27 properties across Africa and South America, incl. Sun City, Carnival City, Boardwalk Casino, The Table Bay Hotel, and The Maslow Hotel in Sandton, Vodacom SA, Grandpa, Nestlé, GSK (Mondelez).

STRAIGHT TWISTED - JOHANNESBURG

ART DIRECTOR/TEAM LEADER (SEPT 2012 – JAN 2014)

As team leader and creative lead for the internal NSA team at Straight Twisted, I serve as brand custodian for NSA Retail, Parts & After Sales, the Africa Division, Dealer Network, and Internal Communications. In 2013, LKDA recognized NSA for having the most consistent retail campaigns globally across all Nissan networks. In 2020, I received a Bronze A'Design Award for the Nissan Wiper Blade print advert.

Reason for leaving: Offered AD position at Ogilvy

Accounts: Nissan South Africa (NSA), Soviet Clothing, Treger Brands, Everguard, and LawCredit.

INDEPENDENT EXPERIENCE

THE CREATIVE MAVERICK - JOHANNESBURG

CREATIVE MAVERICK (JULY 2020 – PRESENT)

I'm currently available for freelance creative work and have thus far worked for both private clients and agencies. I mainly specialise in retail and through-the-line creative projects ranging from digital, print and TVC.

Accounts & Clients: Game Stores a division of Massmart / Walmart, Telkom Digital via WundermanThompson, Eterno Skin, CSOS: Government of South Africa via Korporate, Innscience / Cleanzupp via BrandFactor, Admed Gap Cover website.

AWARDS AND ACHIEVEMENTS

VAND DESIGN RESPONSIBILITY MOVEMENT™

JURY MEMBER (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/>

MUSE CREATIVE AWARDS

SILVER – MARKETING & PROMOTIONAL (2020)

Honoring excellence in creative and design innovation across global industries.

<https://museaward.com/>

A'DESIGN AWARDS

BRONZE & SILVER – ADVERTISING, MARKETING & COMMUNICATION DESIGN (2020)

Recognizing outstanding creative achievement and advancing international design standards.

<https://competition.adesignaward.com/>

THE CREATIVE POOL ANNUAL

BRONZE – INDIVIDUAL GRAPHIC DIVISION (2018)

Celebrating creativity and innovation within the global design community.

<https://creativepool.com/>

ECO DESIGN INITIATIVE CHALLENGE

FINALIST – FRESH TALENT (2012)

Awarded for innovative and sustainable design solutions showcased at the Design Indaba, Cape Town. Sponsors and associates of this challenge are the 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

Degrees & Diplomas

UNIVERSITY OF JOHANNESBURG

NDIP GRAPHIC DESIGN (2008–2011)

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

UNIVERSITY OF PRETORIA

BA 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

Certifications

OGILVY DIGITAL MARKETING ACADEMY

CERTIFICATES (2015)

- * Content Strategist
- * eMail Marketing Essentials
- * Digital Analytics for Marketers

MAURICE KERRIGAN AFRICA

CERTIFICATE (2014)

- * Effective Speaking and Presentation

AAA SCHOOL OF ADVERTISING

CERTIFICATE (2012)

- * Copywriting

NATIONAL COLLEGE OF PHOTOGRAPHY

CERTIFICATE (2003)

- * Intermediate course in Photography

HOËRSKOOL JAN VILJOEN (HIGH SCHOOL)

NATIONAL SENIOR CERTIFICATE (2002)

- * Afrikaans
- * English
- * Accounting
- * Mathematics
- * Computer Science
- * Physical Science

OTHER INFORMATION

COMPUTER LITERACY

ADOBE CC

- * Photoshop
- * Illustrator
- * InDesign
- * XD
- * Dreamweaver
- * Dimensions
- * Premiere Pro
- * After Effects

MICROSOFT

- * Word
- * Excel
- * Power Point

AFFINITY

- * Publisher
- * Designer
- * Photo

DIGITAL

- * HTML & CSS
- * CMS
- * UI & UX design
- * Figma

OTHER

- * Keynote
- * Numbers

LANGUAGES

- * English,
- * Afrikaans,
- * French (Basic)

LICENSES

- * PADI Scuba Diving License - Advanced Diving

MEMBERSHIPS

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

AI

- * WPP Open (Google Imagen, Google Nano Banana, Open AI GTP, Bria,
- * Adobe Firefly, SDXL, Anthropic Claud
- * Image prompting, agent setups and research/concept development.
- * Asili (WPP AI imaging platform)

REFERENCES

AVAILABLE UPON REQUEST