

LIZE-MARIÉ SWAN

INDEPENDENT CREATIVE MAVERICK

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

PROFESSIONAL SUMMARY

Award-winning Art Director and Creative Director with 15+ years of agency experience turning complex ideas into clear, compelling visual stories for global brands. Expert in art direction, creative storytelling (concept to craft), brand systems, typography, and digital formats. Proven ability to oversee design projects from conception to delivery, maintain brand consistency, mentor junior designers, and collaborate with cross-functional marketing and creative teams. Proficient in Adobe Creative Cloud (InDesign, Photoshop, Illustrator) and actively adopting AI image-generation tools including Adobe Firefly and Midjourney-style platforms. International award winner and 2025 VAND global jury member. Authorized to work in the United States.

SKILLS

- * **Art Direction & Creative:** Art Direction, Creative Storytelling (Concept to Craft), Campaign Development, Brand Systems & Consistency, Typography, Layout, Visual Design, Illustrations & Infographics, Complex Creative Problem-Solving
- * **Digital & Design Tools:** Adobe Creative Cloud - InDesign, Photoshop, Illustrator, XD, Premiere Pro, After Effects; Figma; Affinity Suite; HTML & CSS; Wire-framing; Digital Advertising (GDN, DV360)
- * **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 & Reviewing Junior Designers, Project Oversight (Conception to Delivery), Cross-Functional Team Collaboration, Stakeholder Presentation, Feedback Integration, Deadline Management

EMPLOYMENT EXPERIENCE

SNR. DESIGNER

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

(APR 2026 - AUG 2026)

- * Led strategic content creation and art direction for marketing campaigns, aligning creative direction with business objectives and target audiences.
- * Collaborated with multi-disciplined teams (App Store, SEO, PPC, Affiliate Marketing) on sports sponsorships, stadium branding, and digital campaigns.
- * Mentored team members on design excellence and technical best practices; maintained strict brand visual identity and consistency across all creative assets.
- * Partnered with senior leadership and stakeholders to gather requirements, present concepts, incorporate feedback, and ensure successful campaign delivery.

SNR. DESIGNER

VML (WUNDERMANTHOMPSON) - SOUTH AFRICA

(MAR 2021 - FEB 2026)

- * Developed campaign platforms, landing pages, paid media assets (GDN and HTML5 DV360 banners), user flows, and e-commerce journeys for Telkom SA digital account.
- * Created 360° campaigns for Nestlé Infant Nutrition and confectionery brands (KitKat, BarOne, Milo), turning complex product and audience insights into clear, compelling creative stories.
- * Optimized website design and digital experiences while collaborating with cross-functional marketing and creative teams on high-profile CPG and telecom brands including Amazon and BCX.
- * Applied meticulous attention to detail in refining images, fonts, layouts, and brand consistency across all deliverables

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

CREATIVE DIRECTOR

THE ODD NUMBER - SOUTH AFRICA

(NOV 2019 - JUL 2020)

- * Oversaw design projects from conception to delivery for Game Stores (Massmart / Walmart division); guided creative teams in producing high-quality 360° retail campaigns, POS, and in-store collateral while maintaining brand standards.

Accounts: Game Stores a division of Massmart / Walmart

SNR. CONCEPTUAL ART DIRECTOR

PROMISE GROUP - SOUTH AFRICA

(OCT 2017 - OCT 2019)

- * Directed conceptual creative and art direction for retail and specialty brands including Edcon Specialty Division (Edgars, Jet, CNA, Boardmans), AfriSam Cement, BestMed Medical Aid, Rand Merchant Bank, and AYO Technologies.
- * Solved complex creative challenges and delivered award-winning work (Silver Muse Creative Award for AfriSam 2020 Stationery Design); mentored and reviewed junior designers' output to ensure high quality.

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

SNR. ART DIRECTOR / COPYWRITER

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

(APR 2016 – OCT 2017)

- * Led creative on Unilever Food Solutions account; earned Silver A' Design Award and Bronze Creativepool Award for Chef Heidi's DIY spice recipe campaign.
- * Evolved Reuterina Probiotic brand for Ascendis Pharma and successfully launched its new website; supported additional accounts including Spar Group, Dunlop, and Johannesburg Expo Centre.

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.

ART DIRECTOR

Ogilvy (REWORKS/GEOMETRY GLOBAL) – SOUTH AFRICA

(FEB 2014 – MAR 2016)

- * Launched numerous through-the-line promotional campaigns for Sun International Casinos and Hotels (27 properties across Africa and South America), delivering original design pieces and maintaining brand consistency.
- * Collaborated with marketing partners on shopper marketing and activation campaigns for Vodacom SA, Grandpa, Nestlé, and GSK (Mondelez).

Accounts: Vodacom SA, Grandpa, Nestle, GSK (Mondelez), Sun International Hotels, Resort, and Casino 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.

ART DIRECTOR/TEAM LEADER

STRAIGHT TWISTED – SOUTH AFRICA

(SEP 2012 – JAN 2014)

- * 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.
- * Recognized by LKDA in 2013 for the most consistent retail campaigns globally; received Bronze A' Design Award for Nissan Wiper Blade print advertisement.

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

INDEPENDENT EXPERIENCE

FREELANCE DESIGNER

- * Deliver creative content for marketing initiatives, events, and business communications spanning digital, print, and TVC for private clients and agencies.
- * Clients include Game Stores (Massmart/Walmart), Telkom Digital, Eterno Skin, CSOS (Government of South Africa), Innuscience/Cleanzupp, and Admed Gap Cover.

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

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

Degrees & Diplomas

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

UNIVERSITY OF PRETORIA

BACHELORS OF ART – 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)

OTHER INFORMATION

LANGUAGES

- * English,
- * Afrikaans,

MEMBERSHIPS

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

COMPUTER LITERACY

ADOBE CC

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

MICROSOFT

- * Word
- * Excel
- * Power Point

DIGITAL

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

AFFINITY

- * Publisher
- * Designer
- * Photo

OTHER

- * Keynote
- * Numbers
- * Bannerflow

AI

- * WPP Open (Google Imagen 3, Google Nano Banana, Open AI GTP, Bria,
- * Adobe Firefly, SDXL, Anthropic Claude, Grok, Runway
- * Image prompting, agent setups and research/concept development.

REFERENCES

AVAILABLE UPON REQUEST

AUTHORIZED TO WORK IN THE UNITED STATES