

# RESUME



## DUANE FRANSCH

### MULTIMEDIA SPECIALIST

GRAPHIC DESIGNER / MOTION DESIGNER / ILLUSTRATOR  
VIDEO EDITING / ANIMATOR / CHARACTER DESIGN

duanefransch@yahoo.com

0789001883

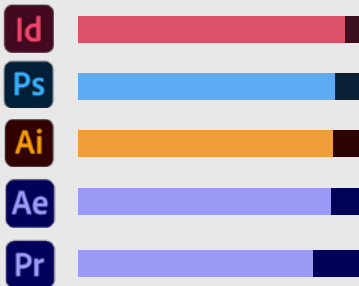
Cape Town, South Africa

### PERSONAL INFORMATION

Born: 14 October 1988 | Dependants: None | Marital Status: Single  
Health: Excellent | Drivers License: Code 08 | Own Transport

Creative Multimedia Designer with over a decade of experience producing impactful visual content for marketing campaigns, promotions and digital platforms. Skilled in graphic design, brand consistency, motion graphics and the Adobe Creative Suite. Passionate about transforming ideas into bold, engaging designs that communicate effectively and capture attention. Detail-oriented, adaptable and experienced in delivering high-quality creative work within tight deadlines.

### SOFTWARE PROFICIENCY



### EDUCATION

- **Multimedia Design Diploma**  
Intec College  
December 2012
- **Indesign CC Certificate**  
Academy of Digital Arts  
June 2016
- **Adobe Premiere - Motion Graphics Certificate**  
Academy of Digital Arts  
June 2017
- **Adobe After Effects - Motion Graphics Certificate**  
Academy of Digital Arts  
July 2017
- **Motion Graphics and Animated Content**  
Red&Yellow - Creative School of Business  
2022
- **Graphic Design Intermediate**  
Red&Yellow - Creative School of Business  
June 2026

### EXPERIENCE

#### 2014 to present | GrandWest | Multimedia Specialist

- Develop conceptual designs and creative solutions for traditional and digital marketing campaigns, from brief through to final execution.
- Interpret creative briefs and create visually engaging content aligned with the internal customer brief, campaign objectives, brand purpose and target market.
- Create engaging motion graphics, animations and digital content for a variety of marketing channels and platforms.
- Design and develop creative content in accordance with corporate identity, brand guidelines and campaign objectives.
- Apply current industry trends, technologies and best practices to keep creative output fresh, relevant and engaging.
- Produce high-quality artwork and digital assets, ensuring optimal resolution and technical specifications for video, animation and print.
- Maintain and update digital content and visual displays across the property, ensuring information remains current, accurate and visually engaging.
- Ensure consistency and quality across all creative deliverables, supporting a cohesive brand and customer experience.
- Manage creative deliverables within agreed deadlines and departmental budgets.

#### 2013 to 2014 | GrandWest | Graphic Artist Intern

- Assisted with the development of creative concepts and artwork for marketing and promotional campaigns.
- Designed and prepared print artwork including posters, flyers, signage and promotional materials.
- Worked within corporate identity guidelines to maintain brand consistency.
- Prepared final artwork for print, ensuring correct dimensions, resolution, colour specifications and file formats.
- Made artwork amendments based on feedback from senior designers and internal stakeholders.

### REFERENCES

Moises De Gouveia - Creative Manager | GrandWest | 083 737 0200  
Nikki Botha - Marketing Manager | GrandWest | 082 803 3240

Supporting documentation and letters of reference are available on request.

