

Itumeleng Tlhone

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Adaptable Graphic Design graduate
with a National Diploma
and 15+ years of work experience.

I majored in Visual
Communication and Design
Techniques.

Frequently praised as efficient by
my peers, I can be relied upon to
help organisations achieve their
goals. Aiming to leverage
academic experience and a
proven knowledge of digital
media, broadcast media, print,
competitive market leads, and
electronic advertising to
successfully fill the Graphic
Designer/ Brand Creative role.

EDUCATION

CENTRAL UNIVERSITY OF TECHNOLOGY
Bloemfontein, South Africa
NDip. Graphic Design (Jan 2003)
Graduated

UNIVERSITY OF THE SOUTH AFRICA
Johannesburg, Gauteng
BCom Marketing Management (Jan 2010)
13 modules

UNIVERSITY OF THE WITWATERSRAND
Johannesburg, Gauteng
BSc. Electrical Engineering (October 1999)
Up to 3rd Year level

WORK EXPERIENCE

CURRENT: FREELANCER / KEONE PRODUCTIONS
afrikans.co.za/keone
Co-Founder & Creative Director (2010 - Present)
*Reason for leaving: **New challenge and work
experience***

ENDEMOL SHINE GROUP (SOUTH AFRICA)
endemolshinegroup.com
Visual Concept Creative (2007- 2008)
*Reason for leaving: **Contract ended***

NOTETHIS ENTERTAINMENT
Senior Graphic Designer (2005 - 2007)
*Reason for leaving: **Growth and new work
opportunity***

BLACKHAND PUBLISHING
Graphic Designer (2004 - 2005)
*Reason for leaving: **Growth and new work
opportunity***

FREELANCER / KEONE PRODUCTIONS

As Keone's **User Experience Lead**, I manage projects, consult with clients regarding creative vision and approach, and coach team members to successfully plan and execute creative development.

Duties include:

- **Creative Direction and output** of Keone Productions (Keone) marketing activities, with oversight of the creative team and creative processes; the ideation, presentation and execution of branding and marketing communications campaigns; the profitability and creative quality of projects, and the operational readiness of the creative team, all in fulfillment of brand promise to clients,
- Directing the creative function so that the environment, culture, team, capabilities, tools, processes, expectations, work style and other elements support the strategic goals of the company,
- Ensuring that the creative function operates in an efficient, profitable manner,
- Ensuring that creative product remains leading edge and ahead of competition,
- Ensuring that high quality of creative and production is upheld, maintaining consistently high standards for myself and others on the team,
- Delivering strategic communication solutions that help clients attain their marketing and communications objectives,
- Listening, asking, hearing, prioritizing and translating client situation, communications goals and information into strategic brand concepts, voice, messages and rationales,
- Collaborating and contributing to the creative process as a leader of a creative team, and as a member of the account team,
- Co-leading the unified creative / account management process in order to execute on projects,
- Writing and presenting cohesive and persuasive rationales for campaign approaches,
- Leading the unified process of marketing/ concept/ design and post-production execution,
- Leading and creating the unified process of marketing/ concept/ design and interactive/ web/ video/ motion graphics,
- Ensuring the professional development and readiness of the creative output,
- Managing the **evolution of the company's technology needs** and **digital marketing capabilities**.

ENDEMOL SHINE GROUP (SOUTH AFRICA)

Creative Responsibilities included

- Editing of interactive and programme promos on Avid, Final Cut and Adobe Premier.
- Directing of visuals inclusive of Voice-overs.
- Art direction of future Endemol SA projects.
- Management and maintenance of Endemol SA corporate image and identity.
- Creation and Maintenance of the Look & Feel of all Television Productions.
- Design of Logos and Title Sequences.
- DVD Authoring and digital distribution.
- Management of the Avid edit suites and patching system (inclusive of play-outs on all formats).
- Creation of Presentations to Clients, Potential Advertisers and Sponsors
- Assisted in the Creation of ESA Registered Formats with Local & International Appeal.

ACCOUNTS WORKED ON

Accounts I have worked on include:

- **Mazi Asset Management** (website development, digital and print, advertising, branding, etc.)
- **Rand Water:** (digital adverts, annual report production, internal and external newsletters, strategic publications, video production, branding, events management, etc.)
- **Civil Aviation Authority:** (annual report design and production, internal and external marketing collateral, strategic publications, branding, etc.)
- **Gauteng Enterprise Propeller** (video production and branding, etc.)
- **Eskom** (magazines, posters, banners, branding new sub-divisions, etc.)
- **JPMorgan** (worked on the branding of the annual international JPMorgan chase corporate challenge)
- **Department of Transport** (magazines, posters, banners, etc)
- **Nehawu** (corporate identity manual)
- **Gauteng Tourism Authority** (rebranding, advertising)
- **NHBRC** (magazines, posters, banners, etc)
- **NYDA** (magazines, posters, banners, etc)
- **People's Bank** (corporate branding)
- **Agricultural research Council** (600 page eBook)
- **Bonitas** (posters, annual report, booklets, calendars, etc)

SOFTWARE

- **DESIGN:** Adobe Creative Suite including: After Effects, Encore, Illustrator, In-Design and Photoshop
- **VIDEO EDITING:** Final Cut, Adobe Premier
- **WEB DEVELOPMENT:** HTML, CMS, Dreamweaver
- **3D:** Maya
- **AUDIO:** Audicity, Logic

Additional software:

- Microsoft Word, Excel, PowerPoint
- Sony DVD Architect, Sony Vegas

ADDITIONAL SKILLS

- Thought Starter
- Project Management
- Self motivated

REFERENCES

- **Ms Nande Notshe:** Marketing Manager of Mazi Asset Management
(073) 224 0575
- **Sivan Pillay:** Former MD of Endemol SA
(082) 335 3968
- **Sam Kalaka:** Former MD of The Blackhand Publishing
(081) 765 2793 / (082) 491 4769