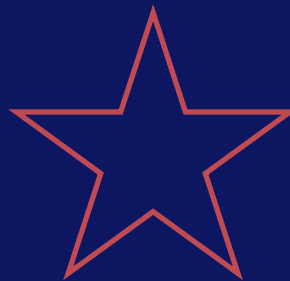


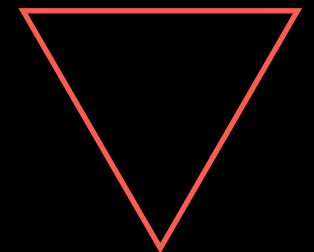
BRAND DESIGNER



2026



PRINT & DIGITAL



TERRI HARFORD



LOCATION

Taaibos Road
Wilderness 6560
Garden Route
Western Cape
South Africa

CONTACT

+ 27 74 400 8880
terriharford81@gmail.com

NATIONALITY

- British
- South African
- Dual Citizenship
- English Speaking

IDENTIFICATION

7204190092081

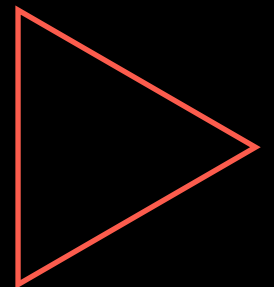
QUALIFICATIONS

- BA Hons Psychology
- BA Fine Art (UCT)
- Advertising & Design
Diploma (with Merit)
- BioMastery4Business

BORN

19th April 1972
Cape Town

PORTFOLIO LINK



SKILLS

ADOBE SUITES (AI INTEGRATED)

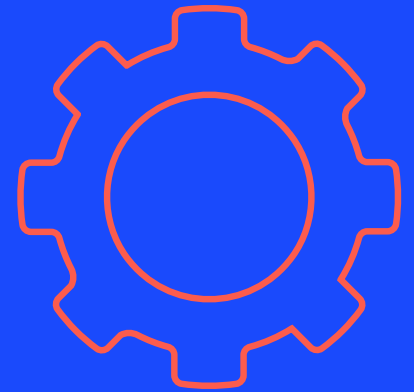
- InDesign
- Illustrator
- Photoshop
- Express
- Acrobat
- Firefly

MICROSOFT (AI INTEGRATED)

- Microsoft Designer
- Advanced PowerPoint
- MSWord
- MSTEams
- Outlook
- Excel

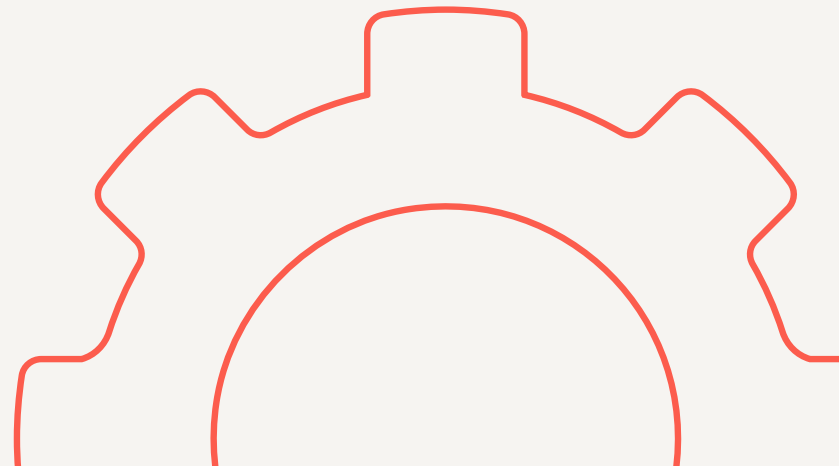
DIGITAL (AI ONLINE)

- Figma
- Canva
- CapCut & OpusClip
- Midjourney
- Keynote
- DaVinci Resolve
- Wordpress
- Slack



FINE ART SKILLS

- Digital Photography
- Image Retouching
- Photographic Styling
- Drawing & Illustration
- Animation & Sketching
- Sculpture
- Abstract Painting
- Printmaking
- Creative Writing



2026

CURRENT PROJECTS

Various design projects, including but not limited to:

- PowerPoint Deck Design
- Business Pitch & Presentation
- Corporate Identity Including Logo Design
- Social Media Content Design
- Lead Magnets & Annual Reports
- Illustrations, Charts & Infographics
- Vector-Based Animation Assets
- Website Concepts & Designs
- Brand Kits & Marketing Libraries
- Interior & Exterior Property Design
- Long Form Non Fiction Writing



2025

LONDON STOCK EXCHANGE GROUP (LSEG) SOUTH AFRICA

Remote Brand Designer

MAY 2025 – AUG 2025

Delivered brand kits to LSEG including implementation of global brand assets across Adobe Creative Suites, Express, Canva and Figma.

Built both digital and print design libraries for international marketing teams, including large-scale 3D experiential designs used for live exhibitions.

Brand libraries enabled rapid self-serve templates for social media campaigns, digital signage, PowerPoint presentations, reports, banners, podcasts, mobile, multimedia interfaces, broadcasting assets, and a full suite of corporate collateral for both internal and external communications.

Ensured consistent brand integrity, accessibility and security compliance with commercial effectiveness across multiple regions and touchpoints.

- Brand Systems & Brand Kits
- Social Media Content Design
- Template-based Marketing Libraries
- PowerPoint Deck Design
- MSWord Brochure Design
- 3D Global Exhibition Assets
- Experiential Design
- Website Content Design
- Advertising Campaigns
- Corporate Communications
- Webinar & Podcast Design

2024

CHAPTER 2 TALENT ACQUISITION AGENCY | SA & UK

Pitch Deck Designer

NOV 2024 – MAY 2025

Remote Presentation and Pitch Deck Designer creating high-level PowerPoint and MS Word decks, including competitor analyses, for international clients.

Developed clear and compelling visual narratives through strategic image selection, typography, iconography, and data-driven infographics. Collaborated with cross-border teams and participated in international client meetings, consistently delivering high-quality presentations under tight turnaround conditions.

2023

PURE CREATIVE BRANDING AGENCY CAPE TOWN

Remote Brand Designer

JAN 2023 – MAY 2023

Corporate Identity, design and development, including full visual rollout for Kanga Finance, a subsidiary of Pepkor Holdings. Developed brand guidelines and integrated the brand strategy, ensuring clarity and consistency of both brand voice and visual communication.

Delivered a comprehensive suite of brand applications:

Vehicle branding, billboards, print advertising, in-store kiosks, image libraries, PowerPoint decks, MS Word presentations, digital assets, in-store signage, clothing, letterheads, business cards, and web-based collateral.

- Brand Strategy & Corporate Identity
- Conceptual Logo Design
- Brand Guideline Design & Integration
- Iconography & Infographics
- PowerPoint Presentation Design
- In-store Promotional Booths
- Corporate Communications
- Digital & Print Advertising
- Billboard Design
- Staff Promotional Clothing
- Vehicle Signage
- Website Design

2022

EMPANDA (PTY) LTD | CAPE TOWN

e-Learning & Communications Designer

JAN 2021 – DEC 2022

PICKnPAY

Remote e-Learning and Communications Designer producing vector-based animations, motion graphics, and visual assets for PowerPoint presentations, onboarding programmes, staff education guides, and e-Learning initiatives for PnP retail store. Developed reusable visual asset libraries to support scalable learning and communication solutions.

UNITED NATIONS COMPACT GLOBAL (UNCG)

For UNGC, designed print and digital communications, including brochures, presentations, and infographics, ensuring brand cohesion, precision, and stakeholder alignment within a consulting-led environment.



2021

TOUCHDREAMS DIGITAL DESIGN STUDIO CAPE TOWN

Senior Brand Designer

FEB 2014 – JAN 2021

Senior Brand Designer and **Copywriter** delivering Corporate Identity, digital illustration, content creation, and website design for premium international and South African clients.

Notable clients included Carducci, Nomanini Fintech (Germany), and Cape Quarter Lifestyle Centre (Cape Town), with work spanning branding, digital campaigns, and integrated visual communication projects.

- Corporate Identity
- Brand Guideline Design
- Iconography & Infographics
- PowerPoint Presentation Design
- MSWord Brochure Design
- Letterheads, Business Cards
- Corporate Communications
- Digital & Print Ad Campaigns
- Website Design
- Internal Communications

2014

CARRICK WEALTH MANAGEMENT SERVICES | CAPE TOWN

Senior Graphic Designer

JAN 2012 – FEB 2014

Senior Graphic Designer leading Corporate Identity and presentation design for a financial offshore investment brand.

Designed sales brochures, digital banners and assets, PowerPoint presentations, website collateral, and large-format print materials for outdoor events, ensuring cohesive brand communication across all touchpoints.

- Corporate Identity
- Brand Guideline Design
- Iconography & Infographics
- PowerPoint Presentation Design
- Sales & Marketing Brochures
- Digital & Print Advertising
- Website Design

PRE2010

HOTEL NEVAI EXPERIMENTAL CHALET | SWITZERLAND

Contract Graphic Designer

2009 – 2010

Developed Corporate Identity and visual assets for a luxury alpine spa in Switzerland. Delivered design solutions aligned with high-end hospitality brand standards, ensuring a premium guest experience through sophisticated visual communication. Honed skills in storytelling and creating designs that resonate with discerning international audiences.

HOUSE MARKETING | LONDON

Senior Graphic Designer

2008 – 2009

Led campaign development and Corporate Identity for luxury UK property developments and Red Sea destinations, including Ancient Sands Resort (El Gouna, Egypt).

Crafted campaign copy for Egerton Roche, a UK-based luxury property group, and developed brand aesthetics through floorplans, illustrated maps, and visual assets. The role strengthened my expertise in high-end branded property design, delivering premium client experiences to international markets.

TLC MARKETING WORLDWIDE | CAPE TOWN

Senior Graphic Designer 2007 – 2008

Led pitch and presentation design for international business acquisition. Developed integrated marketing collateral and visual concept boards for blue-chip financial, telecommunications, and hospitality clients across the EU and UK, including Lloyds Bank, Orange Telecomms, Cell C, MTN, Canon, HSBC, Deutsche Bank and Credit Suisse. Delivered cohesive brand communication materials that aligned with client objectives and international standards, including high-level visual storytelling and client-facing design.

HOLOTROPIC (PTY) LTD | CAPE TOWN

Brand Ambassador & Creative Team Lead 1999 – 2007

Creative and conceptual campaign work for premium organic supplement brand with over 100 products, managing the design and delivery of branding, packaging, ad campaigns, in-store promotional material and photography. Designed brand guidelines, strategy, and brand positioning across global retail outlets, ensuring consistent and impactful brand experiences. Led creative teams to produce high-quality, compelling material that reinforced the brand's premium identity and market presence.

IPC MAGAZINES (NOW FUTURE PLC) | LONDON

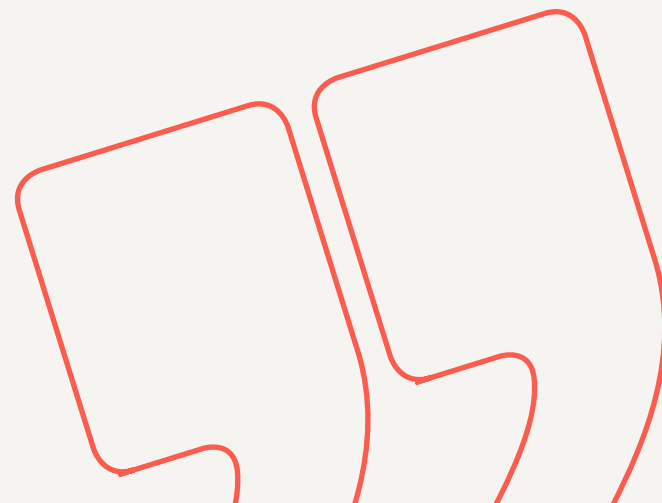
Deputy Art Director 1995 – 1999

Worked in publishing, managing design teams for weekly consumer magazines. Operated within high-volume publishing cycles, delivering designs with speed, consistency, and strong editorial judgment. Collaborated closely with editorial teams to maintain brand identity and enhance reader engagement through compelling visual layouts.

HUNT LASCARIS TBWA | JOHANNESBURG

Graphic Designer 1990 – 1994

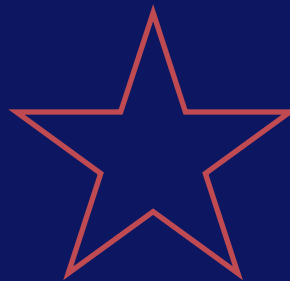
Began professional design career at one of Africa's leading global advertising agencies, creating print advertising exclusively for international clients including BMW and Qantas Airlines. Gained foundational experience in high-end brand communication, visual storytelling, and client-focused design within a fast-paced, professional advertising environment.



BRAND DESIGNER



2026



THANK*YOU

