



Dear Sir/Madam

27 April 2009

Thank you for giving me the opportunity to present myself to your organisation.

My name is Gavin Abrahamse. I have 26 years corporate graphic design experience, of which 13 years was in the financial services industry at Old Mutual. I resigned to start my own business called GADesign Studio and in operation for the past 13 years. I have provided a service to a 104 clients with a 98% success rate.

A reference to my previous employment has been attached for your perusal and goes into more detail, I would like to focus your attention on my skills and ability.

Old Mutual a multinational business. Whilst in their employment (1983-1996) as Art Director my focus and dedication to my work resulted in receiving numerous **Old Mutual Quality Awards - 'Recognition for Quality' Certificates**. I also received **x2 Silver 'Services to Clients' Awards** - nominations by clients/business lines within Old Mutual. At the time of my employment I was the only person in the history of Old Mutual to receive such a prestigious international award - **Strathmore U.S.A Gold Award for Design Excellence**. As a studio supervisor my managerial skills ensured the success of their inhouse design studio that grew from strength to strength. All new graphic designers interviewed and appointed by myself have proven to be successful. I was responsible for their training to grow their skills, creativity and increase their knowledge of the design and print industry. Some of my past subordinates are now managing their own design studios or as sub-contractors for different business lines within Old Mutual. I am always reminded and thankful to Old Mutual for providing me with all the management training and skills, as it has contributed to the successful running of GADesign Studio.

On the day of resignation I was told that I was an asset to the organisation and that my skill and my attributes would be sorely missed. Old Mutual was very pleased that I would continue providing them a service as a contractor. I have kept this commitment intact.

I am confident that our knowledge and skills would compliment and contribute to any of your design and print requirements.

I trust that this introduction of GADesign Studio will meet with your favourable response.

Yours truly

Gavin Abrahamse
GADesign Studio

10 General JH Olivier Street
Welgelegen 7500 Cape Town South Africa
Tel No: 021 559 8885 Fax No: 021 558 7299
Cell: 083 261 2844
Email: gadesign@mweb.co.za



NAME: Gavin Carl Abrahamse
CURRENT POSITION: Business Partner
PROFILE: Male, 48, Married
CHILDREN: Non
NATIONALITY: South African
CURRENT LOCATION: South Africa - Cape Town
COMPANY: GADesign Studio - Advertising

WORK EXPERIENCE
1996-2008

GADESIGN STUDIO

South Africa, Cape Town

Since its inception in 1996 has provided a design service to over 103 organisations.

Some of our clientele include:

- *Life Assurance Financial Institution (Old Mutual)*
- *Non Government Institutions (NGO)*
- *Non-Profit Organisations (NPO)*
- *Educational Associations*
- *Wine industry*

Self motivated and manage all aspects from:

- *finding new clients*
- *liason directly with clients*
- *take client briefings*
- *source appropriate printers and obtain quotations on behalf of client*
- *prepare design and layout and make visual presentation to clients*
- *implement clients changes and prepare print ready artwork - to positive or direct to plate*
- *oversee pre-production - sign off machine proofs, tracking job progress and ensure delivery*
- *Recruitment of staff- freelance or contractual*

FUNCTION:
Gavin & Naidene Abrahamse

STRENGTHS:

Communication skills - *for presentation and selling of concepts to all clients*
People skills - *listening and negotiation*
Time management skills - *job planning, traffic control, production procedures*
Budgeting skills - *obtaining cost effective production solutions*
Analytical skills - *determining and implimenting client needs*
Negotiation skills - *Liase directly with printers suppliers for best pricing*

SKILLS & KNOWLEDGE:

- **Advertising** - *knowledge of how the industry operates including various forms of advertising, promotional, printing and production methods*
- **Media** - *knowledge of different types of media required for different advertising functions*
- **Reprographic** - *knowledge on lithographic materials*
- **Printing, Paper & Ink Technology** - *Knowledge of various substrates and techniques uses to enhance colour representation and design effectiveness*
- **Technical** - *Layout and design assisted with computer skills (MAC OS 10) to integrate various design aspects through Mac hardware and software (CS3 - Photoshop/InDesign/Illustrator, Macromedia Freehand MX v11.2.0, Acrobat 8)*

PERSONAL QUALITIES:

- *Strong communication and organisation skills to sell concept to clients*
- *Creativity and imagination with a keen eye for detail*
- *Observe and recognise good creative ideas*
- *Ability to work under tight deadlines*
- *Keep all related information confidential*
- *Analytical skills for interpreting and implementing clients requirements*
- *Sound understanding of various cultures and human behaviour and thought*



WORK EXPERIENCE
1983-1996

OLD MUTUAL

South Africa, Cape Town

This is a multinational business that has operations in South Africa, USA, Europe and Asia Pacific with value of £279bn (assets under management). I was employed by in the Corporate Relations Division as an Art Director, a position held for the last 5 years of employment.

POSITION:

ART DIRECTOR

FUNCTION:

Supervision & Management

- Creative development and motivation of graphic designers
- Find resources and trends to advance designer skills
- Implement methods to increase productivity and creativity.
- Oversee corporate brand and ensuring corporate image is maintained
- Daily production meetings
- Annual performance appraisals of staff and make promotional nominations to management
- Recruitment and placement of permanent staff, freelance or contracted designers
- Time management, planning and budgeting skills
- Source photographers and direct shoots for corporate publicity
- Prepare monthly productivity reports for divisional management
- Source new accounts from potential clients or business lines within the organisation
- Problem and conflict solving and find solutions
- Liaise directly with clients (briefings/jobs specs/make presentations)
- Source printers or manufacturers for best pricing and production lead times

Technical advancements

- 1987- Responsible for motivation and introduction of AppleMac into design studio.
- Implement software training programmes for all designers to keep abreast technologically

SKILLS & KNOWLEDGE:

- **Advertising** - knowledge of how the industry operates including various forms of advertising, promotional, printing and production methods
- **Media** - knowledge of different types of media required for different advertising functions
- **Reprographic**- knowledge on lithographic materials (to positive or plate)
- **Printing, Paper & Ink Technology** - knowledge of various substrates and techniques used to enhance colour representation and design effectiveness

PERSONAL QUALITIES:

- Strong communication and organisation skills to sell concept to clients
- Creativity and imagination with a keen eye for detail
- Identify creative designer strengths/weaknesses
- Observe and recognise good creative ideas
- Ability to work under tight deadlines
- Keep all related information confidential
- Analytical skills for interpreting and implementing clients requirements
- Sound understanding of various cultures and human behaviour and thought

ACHIEVEMENTS:

- 1992 **SERVICE TO CLIENTS - Silver Award** - Nominated by clients within the organisation
- 1993 **EXCELLENCE IN DESIGN - Gold Award** - International Strathmore Graphic Gallery U.S.A International Design Competition comprising of 1500 entries, evaluated by 36 international judges. Only top 4% of international entries receive the Gold, Silver or Bronze Award.
- 1995 **SERVICE TO CLIENTS - Silver Award** - Nominated by clients within the organisation

STRENGTHS:

- Communication skills** - for presentation and selling of concepts to all clients
- People skills** - listening and negotiation
- Time management skills** - job planning, traffic control, production procedures
- Budgeting skills** - obtaining cost effective production solutions
- Analytical skills** - determining client needs
- Negotiation skills** - Liaise directly with printers to schedule job and best print cost
- Production skills** - track from concept to finished product

REASON FOR RESIGNING:

To start my own business (GADesign Studio)



<p>WORK EXPERIENCE 1982-1983</p> <p>POSITION:</p> <p>FUNCTION:</p> <p>SKILLS & KNOWLEDGE:</p> <p>MAIN ACHIEVEMENTS:</p>	<p>OLD MUTUAL South Africa, Cape Town</p> <p><i>This is a multinational business that has operations in South Africa, USA, Europe and Asia Pacific with value of £279bn (assets under management). I was contracted through Creative Placements (Employment Agency) by Old Mutual into the Individual Life (Marketing) Division.</i></p> <p>CORPORATE GRAPHIC DESIGNER</p> <p><i>Design and Layout/Preparation of print ready artwork</i></p> <p><i>Typographic - type markups/typesetting</i> <i>Dark Room - general camera applications - processing of 35mm film</i> <i>- operating enlargement apparatus</i> <i>Reprographic - preparing scanning and separation instructions for bureau house</i> <i>Lithography - development and processing of litho material</i> <i>- repro camera operator - make positives/negatives, bromides</i> <i>Printing - knowledge of print techniques and ink technology</i> <i>- oversea print specifications</i> <i>- check print machine proofs and implementing print requirements</i> <i>Photography - inhouse and for events purposes</i></p> <p>A perminant position was created in Old Mutual and transferred to Corporate Relations Division</p>
<p>WORK EXPERIENCE 1981- 1982</p> <p>POSITION:</p> <p>FUNCTION:</p> <p>MAIN ACHIEVEMENTS:</p>	<p>SOUTH AFRICAN DEFENCE FORCE- 1SAI South Africa, Bloemfontein (National Military Service - 2 years)</p> <p>2ND IN COMMAND (2IC) Media Centre</p> <p><i>Supervise and train serviceman in preparing and providing training aids for visual instruction</i> <i>Set up military displays at recruitment expos</i></p> <p>January 1982 - Promoted to Rank of Corporal - SADF Media Centre</p>
<p>WORK EXPERIENCE July - October 1980</p> <p>POSITION:</p> <p>FUNCTION:</p> <p>REASONS FOR LEAVING:</p>	<p>CHARLES VELKES South Africa, Cape Town</p> <p><i>This company was in the Clothing Retail industry- advertised as a mail order catalogue</i></p> <p>ASSISTANTANT COMMERCIAL ARTIST</p> <p><i>Assist senior artist with mock ups for preparation of printing</i></p> <p>Company could not create perminant position due to my national military call up</p>
<p>WORK EXPERIENCE March - April 1980</p> <p>POSITION:</p> <p>FUNCTION:</p> <p>REASONS FOR LEAVING:</p>	<p>GARLICS South Africa, Cape Town</p> <p><i>This company was in the Clothing Retail industry</i></p> <p>ASSISTANTANT IN ART DEPARTMENT -Temp job</p> <p><i>Assist senior artist with floor displays</i></p> <p>Company could not create perminant position due to my national military call up</p>
<p>EDUCATION January 1973-1979 January 1969-1972</p>	<p>Rhodes High School South Africa, Cape Town Additional - Fine Art training - Frank Joubert Art School Observatory Boys Junior School Additional - Fine Art training - Ruth Prowse School of Art</p>