



**CHRIS
ENGELBRECHT**

Curriculum Vitae

Cell +27 (0) 72 289 8393 | Email chris@chrisengelbrecht.com | [LinkedIn](#)
Portfolio www.chrisengelbrecht.com

▶ Education

Qualification	BA Honours Information Design Degree
Institution	University of Pretoria
Qualification Date	December 2007
Location	Pretoria, South Africa

Qualification	E-Marketing Diploma - Pass with Distinction
Institution	Quirk Education endorsed by University of Stellenbosch Business School
Qualification Date	December 2011
Location	Online Course

Qualification	Grade 12 Matric Certificate - Pass with Exemption
Institution	The Glen High School
Qualification Date	December 2002
Location	Pretoria, South Africa

▶ Volunteering

Activity	Guest lecture on Brand Archetypes; identifying and applying the theory and characteristics of archetypes in branding and advertising projects.
Institution	Vega Brand School, Pretoria Campus, South Africa
Date	September 2014

Activity	Guest lecture on branding
Institution	Vega Brand School, Johannesburg Campus, South Africa
Date	March 2014

Activity	External Moderator - Final Year Design Portfolio Examination
Institution	Inscape Education Group
Date	November 2009 & November 2010

▶ Achievements

2014	The Loerie Awards – Logo Design Finalist - Carrick Wealth Identity
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▶ Personal Details

Name Chris Engelbrecht
Birthday 15 February 1985
Nationality South African

First Language English
Marital Status Married (Happily)
Health Excellent
Transport Own Vehicle

Address 21 Westwood Way,
Estelle Rd, Paulshof 2191,
Johannesburg, South Africa.

▶ About Me

Hello. My name is Chris and I'm a senior designer/art director with a healthy obsession for brands, developing the new and nurturing the established. Strategy and creative is where my passion lies and I believe a true understanding of each, is necessary to fulfil both the creative expression of a brand while delivering on strategic business objectives. Combining the creative mind of a strategist and the strategic mind of a creative has proved to be successful in translating complex strategies into effective creative ideas for campaigns and award winning brands.





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► Employment

Jun 2016 - Current

Co-founder & Creative Director Curate Brand Works

Responsibilities

As co-founder I have many roles within the business. I am responsible for identifying and securing new business opportunities to grow the business, manage existing client relationships, creative direct and execute a variety of projects. I also manage multiple external creative resources, assigning projects based on strengths, expertise and turn around time. I art direct all photo and video shoots, and creative direct and quality control every project to ensure the highest standards are met. I enjoy developing creative strategy and art direction on brand development projects, social, and digital campaigns. Our projects vary, but we have a strong focus on developing new brands, and developing digital experiences through web and user interface design projects.

Accounts Responsible

ERM Tours&Safaris
Base2 Digital Agency (Freelance UX Design)
Tailored Brewing Solutions
Snaptech International

Feb 2014 - Jun 2016

Creative Group Head at Rogue Brand Agency

Responsibilities

After forming an integral part in growing the agency from 8 to 20 people, and delivering solid creative ideas and executions, I was promoted to Creative Group Head. A hands-on leadership role that I was very eager to take on and that included the management of creative projects and quality control of creative output from the creative team. This included senior art direction on photo and video shoots, creative directing and overseeing all projects. Ensuring all creative produced is on brand, on strategy, and up to the Rogue standard before presenting and selling concepts and final artwork to client. I worked closely with production, traffic and account departments to determine project scope and time-lines, and assigned creative resources based on my teams strengths and talents. One of the more rewarding responsibilities was mentoring and developing the junior creatives in their design and conceptual skills to become valuable members of the team. Along with these responsibilities I continued to improve my strategic and conceptual skills and applied these to below-the-line internal campaigns, new business pitches, developing unique and powerful new brands, and designing web and user interfaces for a variety of projects.

Accounts Responsible

Barclays Africa Group Limited
Liberty
BMW & MINI
VEGA Brand School
Carrick Wealth
PEPPADEW®

► Areas of expertise

- Concept Development +
- Creative Direction +
- Art Direction +
- Creative Strategy +
- Brand Development +
- Print Design +
- UX & UI Design +

► Technical Skills

Software

Illustrator (Excellent)
Photoshop (Excellent)
InDesign (Excellent)
After Effects (Limited)
InVision
Sketch
Dreamweaver/HTML/CSS
MS Office software

Other

Photography
Illustration
Animation (Limited)
Motion Graphics (Limited)

► When I'm not working...

I'm traveling, taking photos and looking for new experiences. I play Ice-Hockey, and yes there is Ice-hockey in South Africa. I started at the age of 12 in Holland, then went on to represent South Africa at the IIHF World Championships on a number of occasions at U18, U20, and Senior levels.

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► Employment

Jan 2012 - Jan 2014

Senior Designer at Rogue Brand Agency

Responsibilities

After freelancing at Rogue for 3 months I was offered a permanent position. As a small agency my multidisciplinary skills served me well in translating complex strategies into effective creative concepts and art direction for below-the-line internal communication campaigns for major financial institutions. I art directed photo and video shoots for a variety of campaigns, with the highlight being art director on a continent wide video production for the launch of a unified Barclays Bank in Africa. With my passion for brand strategy and crafting new brands I honed my strategic, conceptual and skills to develop unique identities, corporate communications, information designs, illustrations and web designs. Executing campaigns from start to finish including selling the concept and campaign in client meetings and presentations.

Accounts Responsible

Barclays Africa Group Limited
Liberty
Standard Bank
PEPPADEW®

Sept 2009 – Dec 2011

Freelance Designer

Responsibilities

Freelancing afforded me the opportunity to grow and manage my own client base as a business, while offering strategic, multidisciplinary design and art direction services. By fine tuning my account management skills I was able to foster and maintain client relationships, while delivering creative. My services included Identity development, user interface design, web design, motion graphics, illustration, art direction, photography, concept development, and corporate communications for a variety of clients.

Accounts Responsible

EQSTRA Fleet Management
VANSA Gauteng
Whatwewant Branded Entertainment
Re-Connect Mobile

Sept 2008 – Sept 2009

Junior Designer at Kemistry Brand Consultancy

Responsibilities

As a junior creative I developed my strategic and creative thinking skills while executing a number of internal brand communication campaigns for financial institutions. Alongside developing new brand identities and extending them to an online presence I was exposed to strategic processes and principles I am still implementing today. My day to day consisted of design and layout of various sales brochures and guides, illustrations for corporate communications including info-graphic design.

Accounts Responsible

Liberty, Stanlib and Goldfields

Feb 2008 – Sept 2008

Junior Designer at MAMA Design

Responsibilities

I was responsible for designing unique brand identities, including logo and visual language design for a variety of companies and events. Design and layout of brochures, leaflets, print advertising, vehicle wraps, illustration, 2D animation and client presentations.

► References

Available on request