



**STORM WEST**



OBJECTIVE PROFILE

### GRAPHIC AND WEB DESIGNER

I'm an freelance graphic and web designer and **Fiate Lux** is my personal brand. I offer professional services, always delivering original, affordable and high quality designs. With creative flair, technical competence and artistic skills, every piece of work is crafted with precision to create unique designs that convey branded messages effectively, in a visually vibrant manner.

My objective is to continuously evolve, grow and learn new skills. Learn from my mistakes, try new things and explore new technology and ways of doing things. My current learning path is mastering Adobe AfterEffects for 2D and 3D animation. It's challenging, exciting, rewarding and I'm determined to master it.

SKILL SETS

#### COMMUNICATION

*With clarity, confidence, respect, empathy, written/verbal, constructive, friendliness, effective listening skills and understanding client briefs.*

#### TEAMWORK

*Collaboration between immediate team members, developers, sales and marketing, animators and client stake holders through cooperation, coordination, idea exchange and managing deadlines.*

#### ADAPTABILITY

*Self-management, decision-making, calmness, optimism, open-minded, analysis, self-confidence and self-motivated.*

#### PROBLEM SOLVING

*Through analysis, lateral thinking, logical reasoning, taking initiative, persistence and observation.*

#### CREATIVITY

*Divergent thinking, drawing on inspiration, imagination, insight, innovation, experimenting, questioning and design.*

#### WORK ETHIC

*Acting with integrity, sense of responsibility, discipline, taking initiative, dependable, committed, self-motivated and professional.*

#### LEADERSHIP

*Project management, empathy, selflessness, agility, listening, humility, cultural intelligence, authenticity, versatility and trustworthy.*

#### INTERPERSONAL SKILLS

*Goal setting, prioritising, self-starter, planning, focus, delegation, stress management and coping.*

#### ATTENTION TO DETAIL

*Critical observation, listening, recall, questioning. The power is in the details.*

PROFICIENCY



CONTACT ME

**Current Location:**  
Krugersdorp, South Africa

**Desired Location:**  
UK & Scotland

**Phone:** + 27 82 373 8729

**Email:** [storm@fiate-lux.co.za](mailto:storm@fiate-lux.co.za)

**Web:** [www.fiate-lux.co.za](http://www.fiate-lux.co.za)



**DATE OF BIRTH:**  
23 April 1980

**HIGH SCHOOL 1996**

**Subjects:** English, Afrikaans, Science, Mathematics, Technical Drawing, Woodwork, Computer Science

#### TRAINING: SOFT SKILLS DEVELOPMENT

1997-PRESENT

Assertive Communication through Compass Group

Emotional IQ by Dr. Brian Jude

Managing with Intent by Ian Mann

Leadership Training through Standard Bank Leadership Centre

Social Media Marketing Foundations through LinkedIn Learning

#### SOFTWARE COURSES

AutoCAD (2007)  
Adobe Flash  
HTML & CSS

Adobe Creative Suite CC:

Acrobat Pro, Bridge, Photoshop, InDesign, Illustrator, After Effects

Office 365

#### EXPERIENCE IN MY PROFESSION

**Graphic Design:**

19+ Years

**Web Design:**

5+ Years

EDUCATION AND TRAINING

## STORM WEST

### FREELANCE GRAPHIC AND WEB DESIGNER

FIATE LUX CREATIVE DESIGN / NOV 2010 - PRESENT

Fiate Lux is my personal brand and I am a graphic and web designer servicing a wide variety of industries from Healthcare, Employee Wellness, Engineering, Insurance, Digital Marketing, Mining, Food Services and companies in the Financial and Investment sectors.

Please visit my website to view my portfolio and see a full breakdown of services I offer. [www.fiate-lux.co.za](http://www.fiate-lux.co.za)

### GRAPHIC DESIGN MANAGER

STANDARD BANK / JUN 2008 - OCT 2010

Working for the Global Markets team, I was hired to establish and manage a creative support function for a team of approximately 220+ professional traders, providing them with high quality presentations, proposals and event campaigns. I managed the design, printing, production and distribution channels, aligning output with Standard Bank's global corporate identity standards. I created promotional and communication campaigns for a range of international events and also established a Knowledge Library, housing a range of templates, legal disclaimers and group information. My role included training and technical support for staff and liaison with suppliers to ensure cost-effective and efficient solutions. Keeping abreast of international trends, monitoring developments in the financial industry and delivering quality products in a challenging environment were imperative.

### DESIGN MANAGER

COMPASS GROUP SA / JUL 2004 - JUL 2005

- Running the Marketing Design department effectively ensuring all deadlines are met
- Guiding and assisting 2 designers reporting to me
- Controlling departmental budget
- Oversee the design and layout of proposals, tenders, bid documents and any other designs for point-of-sale material
- Adhering to strict brand design specifications and guidelines as laid out by Compass Group UK
- Brainstorming with sales, marketing and operations staff with regard to creating "world-class" client documents

### JUNIOR TO SENIOR GRAPHIC DESIGNER

COMPASS GROUP SA / APR 2000 - JUN 2004

I started my career as a graphic designer here, reporting to the Design Manger. I received on-the-job training and went on software courses. I worked my way up from Junior to Senior Designer. My responsibilities included:

- Liaise with Sales, Marketing and Operations Departments with regards to design requirements for tender and proposal documents and other point of sale material
- Design and layout of proposals, tenders and bid documents for prospective clients from inception to final product
- Creating and maintaining a library of templates and images
- Creation of all presentations – electronic and packaged
- Menu design for retail outlets managed by the company

### HUB OPERATOR

COMPASS GROUP SA / NOV 1998 - APR 2000

- Data capturing
- Stock control and cash sales reconciliation
- Maintaining databases for product mixes and pricing control

### NEXT EDGE (PTY) LTD

As a freelance Graphic and Web Designer

### GINA YORKE-SMITH

Previously my manger at Standard Bank.

### LINGUM MOONSAMY

Previously my manger at Compass Group

### LINDA LEMON

Previously Sales Executive at Compass Group

Published in The Silent Journey – © 2004 by the International Library of Poetry – Poetry.com

Awarded 'Superstar of the Month Award' on two occasions with Compass Group for outstanding performance.

Awarded an "Outstanding Performance Award" for the year of 2003 from the CEO of Compass Group

Outstanding Performance Award at Standard Bank 2009

Standard Bank Global Leadership Centre - Achievement Certificate for the Foundation Leadership Programme in 2009