

CERVEN COTTER.

WWW.CERVENCOTTER.COM

DESIGN. COPYWRITING. CONCEPTS.

I'm a very driven individual backed by 7 years experience and I'm always up for a new challenge. While having a solid background in print media, the last few years has seen my focus shift towards the web.

WHAT I'VE DONE:

CURRENTLY

Freelance Designer
(pixeldeath.com)

Currently working as freelance designer across both web and print platforms. Clients range from individuals, startups, through to agencies. This work has involved a mix of my skills including designing animated flash banners. The bulk of my work has been in setting up websites. I also assist with any copywriting for my clients.

JUNE 2006 – JUNE 2008

Creative & Production Manager
(ZA Publishing Ltd)

My main role was to oversee any design related work within the company, from branding through to websites, publication layouts and email newsletters. All the design work was undertaken by myself. Along with being hands on with the publications, websites and other media, I controlled and implemented efficient workflow processes across the business ensuring all deadlines were met. Publications included: SA Times newspaper, South Africa magazine, SmoothLanding Guide.

APRIL 2005 – APRIL 2006

Graphic Designer
(Barrows Design & Manufacturing)

This was my first experience in Point of Sale design. Although it was mainly printed media, I did enjoy the opportunity to work alongside and learn from the webdesign team. Brands I have worked very closely with included Marlboro and Axe.

OCTOBER 2004 – FEBRUARY 2005

Art Director
(Pentagraphix)

My role was to manage and head up the design team of 4 people. Pentagraphix is a multimedia company that specialises in print, web and audiovisual services for the real estate and property industry. My primary duty was print design however I also put audiovisual presentations together (video editing) and built numerous websites. I liaised with clients which included presenting final work and pitching concepts.

JUNE 2004 – OCTOBER 2004

Editor/Art Director/Partner
(Make Some Noise Magazine)

With my increased involvement in the music scene, Make Some Noise was born. I conceptualised, designed, edited and marketed this new music magazine. I also played a role in the design of the magazine's website.

FEBRUARY 2004 – MAY 2004

**Graphic/Webdesign
(Pentagraphix)**

I worked with property related clients assisting them with branding, print media design and building websites.

EARLY 2001 – END 2003

**Editorial Assistant/Marketing/Design
(blunt Magazine)**

MID 2000 – EARLY 2001

**Editor/Art Director
(SA Bodyboarding Magazine)**

PRE 2001

Freelance writer

(blunt Magazine, SA Bodyboarding Magazine, 360 Bodyboarding Magazine, South Coast Herald, South Coast Fever – weekly column)

DETAILS:

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TOOLS:*

• PHOTOSHOP • FREEHAND • INDESIGN • QUARK • DREAMWEAVER •
ILLUSTRATOR • FLASH • CSS EDIT • MS OFFICE • CODA

**Apple Mac*

SKILLS:

- Typography, layout, brand design, illustration, photo editing
- A growing knowledge of XHTML & CSS
- Very basic understanding PHP, MYSQL, Javascript, AJAX
- OS X problem solving
- Webhosting knowledge

INTERESTS:

I run a niche digital music publication with my wife in my spare time.

www.distortedmagazine.com All the, layouts and web design plus majority of the writing is produced by myself.

My involvement within the music scene has also allowed me the opportunity to help a friend by producing the soundtrack for an upcoming surfing production to aired on the ExtremeSport channel.

Examples of my work can be found on my personal website: www.cervencotter.com