



roxi newham-blake

+ 27 (0) 8 2 4 1 2 0 8 1 9 | roxi@colourbydesign.co.za
www.colourbydesign.co.za | @roxxstarr on instagram

education

tertiary | **aa school of advertising** | cape town | 1996 - 1999
higher diploma in advertising with specialisation in graphic design

skills

advanced adobe illustrator, photoshop, in-design, firefly & express • illustration • frontend interface design • digital & social media design • basic after effects • creative writing skills • print & repro knowledge
• ms word & powerpoint knowledge

work experience

currently freelancing since august 2025

OLIVER+ | february 2021 - august 2025

senior designer / art director

i joined OLIVER+ as a freelance designer on the flying team - a dedicated resource on the reckitt account. after a year i was made full-time and worked on most of the brands in the **reckitt** stable, including: **durex • dettol • veet • gaviscon • airwick • finish • vanish** - conceptualising & designing or rolling out campaigns and providing design support when there was overflow in other studios. e-comm & social media asset creation & digital campaigns made up a large chunk of my workload i was responsible for the conceptual design & rebranding of the global studio network called ENERGY studios.

freelance designer & art director | february 2013 - february 2021

since launching my freelance career i have worked on brands including: **woolworths • sun international • the foschini group • pep • table bay hotel • primedia • kfm • the mandela legacy • agewell global • retreew.com • the biovac institute • synapt group • f45 training • beautysouthafrica.com • aquila game reserve • dunes restaurant • hobnobs pub**

most of my work was independent but on occasion, i took on gigs at agencies. i offered clients a full creative service from creative conception to finished art & production across print & digital platforms. my skillset includes conceptual design & art direction; name generation; logo & corporate identity design; branding; packaging; layout; front-end web design; ecomm & social media design. just before lockdown, a fellow freelance designer and i launched a business called pivottl design. we anticipated a scramble by existing businesses & start-ups to digitise so we quickly pivoted and helped them harness the online space in order to remain buoyant during the unprecedented global lockdown. **click here for pivottl on instagram.**

ogilvy cape town | march 2008 - january 2013

senior designer / art director in the fmcg space

i was the **creative director of the British American Tobacco Southern African Markets** account. this was a very unique & challenging role because of the nature of cigarette advertising and the strict legislation. my responsibilities ranged from campaign concept development (incl. pos innovation, retail visibility, internal branding and staff & consumer activations) to pure packaging design & innovation.



responsibilities included:

- managing all creative briefs from concept through to production & procurement stage
- presenting creative work to client
- supervising dtp & finished art and signing off final creative

my portfolio is not limited to the BAT account as i worked on other brands like **sun international casinos**

• **vw** • **nsri** • **stimorol** • **sissy boy & abu dhabi tourism**.

fountainhead design | november 2005 – february 2008

senior designer

fountainhead has a diverse client base from giants like **ciro, batsa & unilever** to smaller giants including **green cross, the cape grace & djibouti palace hotel**.

being a versatile designer, i worked on most of the brands covering packaging, corporate identity and corporate branding.

responsibilities included:

- managing all creative briefs from concept through to production stage
- liaising with and presenting creative work to client

the publishing partnership | january 2003 – november 2005

designer & kids' fashion director of jet club magazine (june 2004 – nov 2005)

jet club magazine is a monthly 80+ page publication with a readership of over 1.8 million people.

responsibilities included:

- conceptualising & designing kids' fashion pages plus a bi-monthly baby supplement
- casting of models; co-ordinating a fashion team (photographer, stylist and make-up artist)
- art directing the shoot
- designing and laying out of 16 of the editorial pages (sole responsibility)

art director of pulse magazine (january 2003 – may 2004)

as art director, i was responsible for the conceptualisation, design, layout and production of the entire magazine. **pulse** was musica's customer magazine, a bi-monthly publication, 30 000 copies distributed throughout musica stores nationwide. at TPP all designers and art directors are responsible for the production of their magazine from conceptual and planning stages to repro and printing.

etv | april 2002 – december 2002

junior print designer

i was the first print designer employed at etv and had the sole responsibility of conceptualising; art directing & designing all the printed material for the entire world cup campaign ranging from magazine print ads & newspaper tabloids to billboards and moving media. this was an exciting role as i worked closely with the journalists & copywriters keeping abreast of the tournament and producing work that was topical and up-to-the-minute.