

SENIOR DESIGNER · ART DIRECTOR · CREATIVE

roxi newham-blake

20+ years making brands look smarter

available for freelance & contract work

who am i

I'm a senior designer & art director with 20+ years of agency and freelance experience across FMCG, retail, branding, digital, social, e-commerce, packaging, publishing and advertising.

I'm equally happy cracking a concept, building a brand, art directing a campaign or getting stuck into the pixels and making the thing actually work.

I've worked agency-side, client-side and independently – from big global brands and busy studios to small businesses and start-ups. I'm used to jumping into existing teams, getting up to speed quickly and delivering without needing my hand held.

In short... good ideas, strong design, no drama.

recent experience

OLIVER+(NOW BRANDTECH+) 2021 - 2025

SENIOR DESIGNER / ART DIRECTOR

Joined the Flying Team as a freelance designer supporting the global Reckitt account, before moving into a permanent senior role. Worked across a huge portfolio of household and healthcare brands including:

DUREX · DETTOL · VEET · GAVISCON · AIR WICK · FINISH · VANISH

What I did:

- Conceptualised and designed campaigns across multiple channels
- Created high-volume e-commerce and social content
- Developed digital campaign assets and brand communications.
- Provided creative support across multiple studios
- Worked across multiple global brands, maintaining brand consistency
- Conceptualised and designed the rebrand of ENERGY Studios – OLIVER+'s global studio network.

FREELANCE DESIGNER / ART DIRECTOR 2013 - 2021

This allowed me to flex my versatility, working directly with clients and agencies, taking projects from conception to production.

Clients included:

**WOOLWORTHS · SUN INTERNATIONAL · THE FOSCHINI GROUP
· PEP · TABLE BAY HOTEL · PRIMEDIA · THE MANDELA LEGACY ·
AGEWELL GLOBAL · RETREEV · THE BIOVAC INSTITUTE · SYNAPT ·
F45 · BEAUTY SOUTH AFRICA · AQUILA GAME RESERVE**

Projects ranged from:

Branding · Campaigns · Packaging · Digital · Social · e-commerce · Web
· Corporate Identity · Art Direction · Print

PIVOTL DESIGN

Co-founded Pivotl Design just before lockdown, helping businesses and start-ups rapidly shift their brands and communications into the digital space as the world went online.

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COLOUR'D
by design



what i do

CREATIVE & CONCEPT

Campaign concepts · Big ideas · Art direction · Creative problem solving
· Visual storytelling · Naming

BRAND

Brand identities · Logo design
· Brand development · Packaging
· Brand rollouts · Visual systems

DIGITAL

Digital campaigns · Social · e-commerce
Digital content · Interface design

DESIGN

Graphic design · Layout · Typography
· Illustration · Presentation design ·
Finished artwork

PRODUCTION

Print · Repro · Production · Procurement
· Creative sign-off · Managing projects
from ideation to final artwork

AI + EMERGING TOOLS

AI-assisted creative development · AI
prompting · Generative design workflows

OGILVY CAPE TOWN 2008 - 2013

SENIOR DESIGNER / ART DIRECTOR

Creative Director on the British American Tobacco Southern African Markets account – a highly regulated category requiring plenty of lateral thinking.

Worked across:

Campaigns • POS • Retail visibility • Packaging • Product innovation • Internal branding • Staff & consumer activations

Other accounts included:

SUN INTERNATIONAL • VOLKSWAGEN • NSRI • STIMOROL • SISSY BOY • ABU DHABI TOURISM

Managed projects from initial brief and concept through to client presentation, finished artwork and production

earlier career

FOUNTAINHEAD DESIGN 2005 - 2008

SENIOR DESIGNER

Worked across FMCG, hospitality, retail and lifestyle brands including:

CIRO • BATSA • UNILEVER • GREEN CROSS • CAPE GRACE • DJIBOUTI PALACE HOTEL

Branding • Packaging • Corporate Identity • Campaign Design

THE PUBLISHING PARTNERSHIP 2003 - 2005

DESIGNER / ART DIRECTOR

Art Director of Pulse Magazine and Designer / Kids' Fashion Director for Jet Club Magazine, a monthly 80+ page publication with a readership of more than 1.8 million.

Concept • Art Direction • Editorial Design • Fashion Shoots • Production

e.tv 2002 - 2003

JUNIOR PRINT DESIGNER

First dedicated print designer employed by e.tv. Responsible for print creative and art direction across the 2002 FIFA World Cup campaign, including press, tabloids, billboards and moving media.

the toolkit

◆ Adobe Suite: Illustrator

• Photoshop • InDesign •

Firefly • Express

◆ Design: Branding •

Packaging • Illustration •

Typography • Layout

◆ Digital: Social • e-comm

• Interface • Digital

Campaigns

◆ Motion: Firefly •

Photoshop • DaVinci Ai •

Basic After Effects

◆ AI: Ai prompting • Firefly •

Pencil Pro • ChatGPT

◆ Other: Basic Figma • MS

Word • PowerPoint • Print

& repro knowledge

EDUCATION

AAA SCHOOL OF ADVERTISING • CAPE TOWN

Higher Diploma in Advertising – Graphic Design

1996 – 1999

DISCLAIMER: THIS CV IS PROUDLY NOT AI-GENERATED

CURRENT CLIENTS

DBSA  BIOVAC 

let's collaborate

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versatile
efficient
independent
original
reliable
creative
nimble
energetic

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