



curriculum vitae

personal details

name	Ena Grobler
availability	30 days
contact	078 041 8666 or enagrobler@icloud.com
date of birth	2 June 1979
languages	English and Afrikaans
salary expectations	R45 000 per month (negotiable depending on benefits)
portfolio	https://enagrobler.wixsite.com/portfolio

education

qualifications	2001: HTML Certificates (CTU Training Solutions) 1998 – 2000: Graphic Design & Multi-Media Diploma Higher (Design School South Africa) 1993 – 1997: Grade 12 – (A Level Equivalent) (Hoërskool Verwoerdburg)
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computer skills

listed skills	Operating Systems: Mac OS Sonoma 14.4.1. Beginner: Adobe XD, Dimensions Adobe XD, Adobe Muse, Adobe Dimension, Adobe Dreamweaver, Keynote, Spreads Framer, Readz, and Figma Advanced: Adobe CC Suite 2024 (InDesign, Illustrator, Photoshop, Acrobat Pro), MS Office, MS Word, MS Excel, MS PowerPoint Paperform, and MailJet
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work experience

June 2020 – to date	BrightRock, Johannesburg, South Africa – Design Specialist > Duties: <ul style="list-style-type: none">– <i>Understanding project requirements:</i> Collaborate with clients, brand managers, or editors to understand the project's objectives, target audience, and brand guidelines. Analyse the content to determine the best layout and design approach.– <i>Creating layouts:</i> Design the structure and layout of pages or screens for various media, including print and digital formats. Ensure that the layout is aesthetically pleasing, balanced, and easy to navigate.– <i>Typesetting:</i> Select appropriate fonts and styles to enhance readability and match the project's tone. Adjust the spacing, alignment, and positioning of text for optimal legibility and visual appeal. Ensure consistency in typography throughout the document or project.– <i>Incorporating visual elements:</i> Integrate images, graphics, and other visual elements to complement the text and enhance the overall design. Ensure that visual elements are appropriately sized, placed, and formatted.– <i>Software proficiency:</i> Use design software such as Adobe InDesign, Illustrator, Photoshop, and other layout and typesetting tools to create and refine designs. Stay updated with the latest software features and trends.– <i>Proofreading and quality control:</i> Review layouts for errors in text, design, and alignment. Make necessary adjustments to ensure high-quality output and adherence to project specifications.– <i>Pre-press and production:</i> Prepare files for printing or digital publication, ensuring they meet technical specifications. Collaborate with printers or digital production teams to resolve any issues that arise during the production process. Manage the production department.– <i>Project management:</i> Manage multiple projects simultaneously, meeting deadlines and delivery. Updating team members regularly on progress.– <i>Adapting designs for various formats:</i> Modify layouts and typesetting for different formats and platforms, such as web, mobile, and print. Ensure that designs are responsive and accessible across various devices and screen sizes.– Continuous learning and improvement: Keep up with industry trends, design techniques, and software updates. Seek feedback and make improvements to enhance skills and design quality. > Award: I won the Sputnik Award for 2021, Criteria to win: Embracing our Cornerstone, "Be creative", the Sputnik Award recognises someone who has come up with an innovation, improvement or suggestion that has significantly improved a BrightRock process, product or service and had a significant external impact on any of our key stakeholders. > Award: I won the Hubble Award 2024, Criteria to win: Embracing our Cornerstone value, "Be considered", the Hubble Award recognises someone who is diligent, dependable, and steadfast in their delivery, someone who follows our processes and procedures carefully, pays attention to detail – and never loses sight of the people we serve.
Jan 2014 – Apr 2019	Creamer Media, Johannesburg, South Africa – DTP Designer > Duties: Understanding the project needs, creating layouts, typesetting, incorporating visual elements, software proficiency, proofreading and quality control, pre-press and production, project management, adapting designs for different formats. Continuous learning and progress. Client liaising. > Applications: Print and digital designs. > Reason for leaving: Headhunted.

Apr 2010 – Jul 2013	Global Mouse aka RCK Creative Kin, Johannesburg, South Africa – DTP Designer <ul style="list-style-type: none"> > Duties: <ul style="list-style-type: none"> – Adhere to established company protocols and guidelines to ensure consistency and quality in all design work. – Collaborate with the traffic manager, and coordinate with the proofreader, creative head, creative director, and account manager to maintain the integrity of design and corporate identity. – Supervise designers and approve artwork in the absence or unavailability of the Silo Head, ensuring projects meet quality standards. Handle design, typesetting, layout, and deep etching of master files and documents to create polished final products. – Correct electronic documents received from clients to meet design specifications and standards. – Develop and style graphs, and create templates for MS Word and MS PowerPoint to ensure consistency across various documents. – Occasionally communicate with clients regarding proofs, corrections, design, and typesetting to ensure their requirements are met and issues are resolved promptly. > Applications: Brochures, leaflets, policy documents, posters, technical guides, forms, terms and conditions, fact sheets, one-pagers, books, annual reports, newsletters, membership cards, and launch collateral. > Clients: Discovery Health, Discovery Life, Discovery Insure, Department of Trade Industries and PruHealth. > Reason for leaving: Only had one client.
Jan 2009 – Apr 2010	Studio 4332 aka Proximity#http, Johannesburg, South Africa – DTP Operator <ul style="list-style-type: none"> > Duties: <ul style="list-style-type: none"> – Follow established company processes and requirements to ensure consistent and high-quality design work. – Maintain design and corporate identity integrity by collaborating with the traffic manager and coordinating with the proofreader, creative head, art director, executive creative director, and account manager. – Correct designs received from art director to align with design guidelines and standards. – Engage with proofreader, creative head, art director, executive creative director, and account manager about proofs, corrections, design, and typesetting to ensure their needs are satisfied. – Set up of master files in readiness for roll out of pages, ensuring that documents are print ready. > Applications: Campaigns, catalogues, forms, newsletters, corporate identities, retention packs, billboards > Clients: Redgwoods, Toys R Us, Reggie's, Babies R Us, Cell C, Mazda, Foodstate, The Economist, EASA, Europcar, Hollard, BBDO Consulting and Mount Grace. > Reason for leaving: Retenched.
Aug 2007 – Dec 2008	Black Khaki Advertising, Johannesburg, South Africa – Designer / DTP Operator / Account Executive <ul style="list-style-type: none"> > Duties as a DTP Operator and designer: <ul style="list-style-type: none"> – Initiate the design, layout, source visual material, scan, visual manipulation and colour retouching. – Web send or email material to relevant publications and suppliers, liaise with AEs and suppliers. > Applications: Publications (magazines, newsletters and newspapers), manuals, catalogues, E-newsletters, brochures, annual reports, recipe books and conventions. > Clients: Clover, Regent Life, Pioneer Seeds, North-West University, Kérastase and L'Oréal, Franco International, Hudu Design, Redken, Mizani, Matrix, and Terenzo Hairdressing. > Duties as an Account Executive: <ul style="list-style-type: none"> – Client relationship management, project coordination, strategy development, briefing and collaboration, budget management, problem solving and issue resolution. > Clients: L'Oréal, Franco International, Hudu Design, Redken, Mizani, Matrix, and Terenzo Hairdressing. > Reason for leaving: Company unstable and losing clients.
Sep 2006 – Jun 2007	Orbit Design Studio, London, United Kingdom – Designer / DTP Operator / Production / Account Executive <ul style="list-style-type: none"> > Duties: Design Corporate Identities, marketing suite graphics. Conduct site surveys. Supervise designers and approve artwork. Understanding the project needs, creating layouts, typesetting, incorporating visual elements, software proficiency, proofreading and quality control, pre-press and production, project management, adapting designs for different formats. Continuous learning and progress. Client liaising. > Applications: Submission documents, brochures, menus, packaging, leaflets, exhibitions. > Clients: Diageo, Reserve Brands, First Base, Lend Lease and Umami Go. > Accomplishments: Team leader in organising, managing and completing the Elephant & Castle submission project. > Reason for leaving: Relocated.
Feb 2004 – Jul 2006	CYCAD Communication, Johannesburg, South Africa – Designer / DTP Operator <ul style="list-style-type: none"> > Duties: Develop concepts, identify client's needs, established objectives, determined target audience, researched project subject area and read copy received. Liaised with AEs, copywriters, catalogue and backed-up finished jobs. > Applications: Publications (magazines, newsletters and newspapers), manuals, catalogues, E-newsletters, brochures, annual reports, recipe books, indoor and outdoor branding. > Clients: Clover, Pioneer Seeds, Nissan Diesel, Mama Afrika, North-West University, Kerastase & L'Oréal. > Awards: Internal newsletter, In Clover, won the most improved publication at the SA Pub Awards 2004. > Reason for leaving: Relocated.
Oct 2001 – Jul 2003	Kitskopie, Pretoria, South Africa – Designer / DTP Operator <ul style="list-style-type: none"> > Duties: Develop concepts, identify client's needs, established objectives, determined target audience, researched project subject area and read copy received. Liaised with AEs, catalogue and backed-up finished jobs. > Applications: Logo's, stationary, invitations, brochures, posters, books/reports, websites and adverts. > Clients: Government Agencies, Embassies, Schools and Universities. > Reason for leaving: Headhunted.
Sep 2002 – Jun 2003	The Drummer International (Pretoria, South Africa) – Freelance Designer / DTP Operator
May 2001 – Oct 2001	Double U Design (Pretoria, South Africa) – Junior Designer / DTP Operator

references

Kenneth Creamer	> 082 837 7977
Charles Hayter	> 082 416 4229
Kevin Dudley	> 071 892 6680
Sanmarie Aurret	> 083 512 9898/011 447 54 58
Chris Angelou	> 072 132 9663
Greg Weldon	> 072 473 1818

