

THE AVERAGE RECRUITER SPENDS **6 SECONDS** REVIEWING A RESUME

Depending on the speed you are reading at, you might not even finish reading what's on this page!

 **THAT MAKES ME SAD** 

However, if you give me just a couple of seconds more, I will illustrate my skill set to you on these six straight-to-the-point pages.



I DESIGN MAGAZINES

I've been art director of 5 different titles and I've designed more than **80 ISSUES**

When I was the sole designer of Playboy Magazine and SHM, I produced over

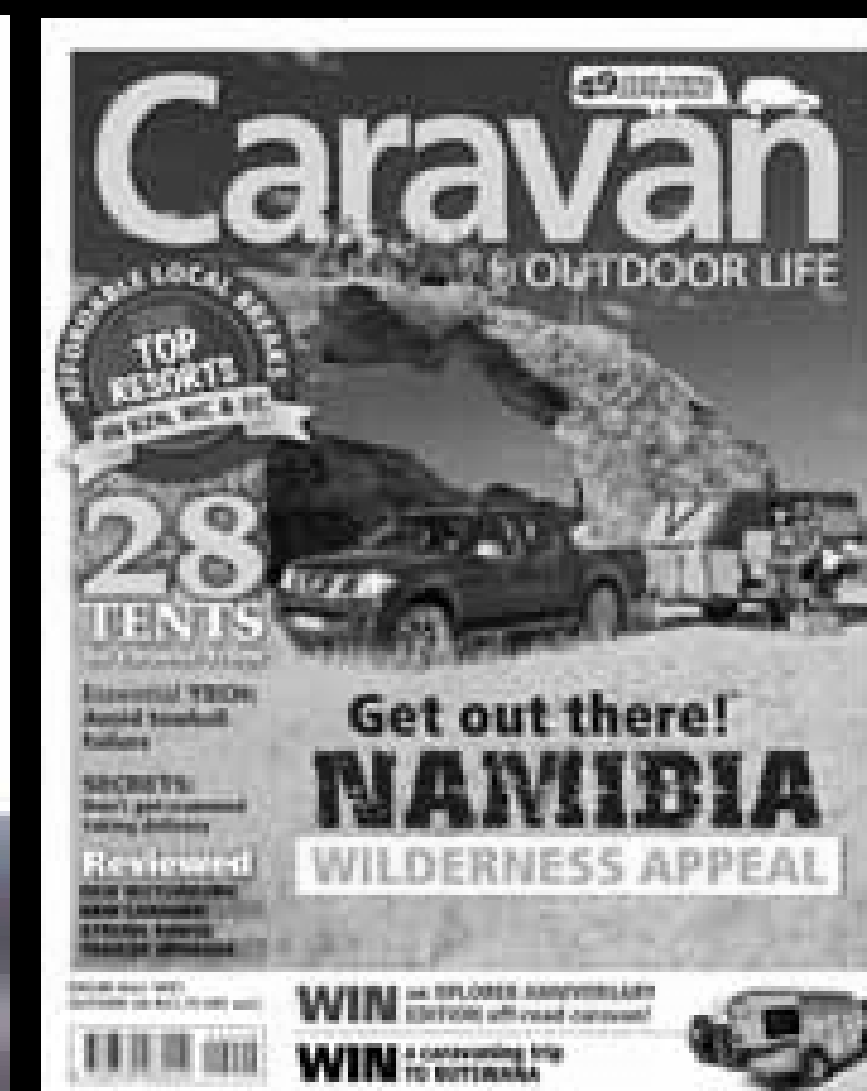
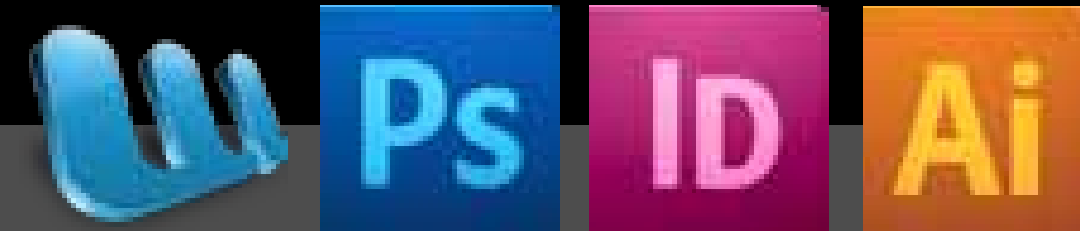
250 PAGES

every month, including various ad designs, facebook images, web banners and supplements.

I WORK HARD



Applications used



PRINT DESIGN

USING PHOTOSHOP AS MY TOOL AND PIXELS AS MY LANGUAGE,

I DO DIGITAL

For a world that's online
ALL THE TIME

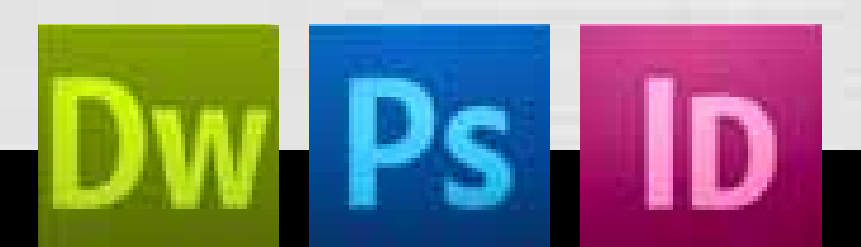
SPEED AND ACCURACY
is of utmost importance

I've worked on five different web accounts, designing
emailers, web pages, web banners, external web ads,
tweets, flash banners etc.



The Checkers website I worked (left) and the website I designed for Good Hope Gardens Nursery. (Right)

Applications used





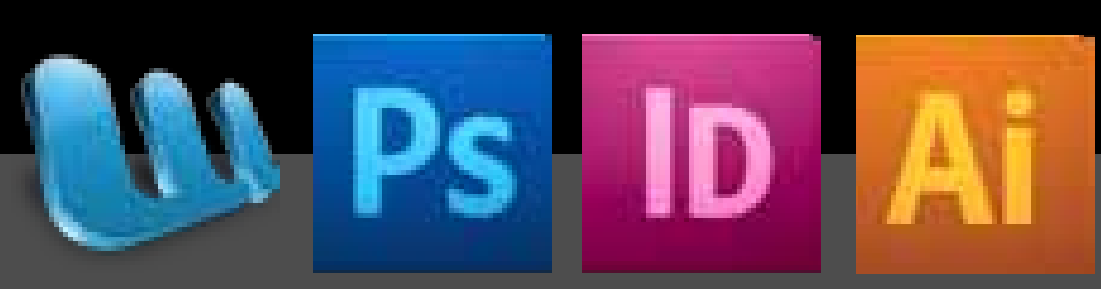
I CAN'T ALWAYS GET WHAT I WANT, BUT MY CLIENTS DO

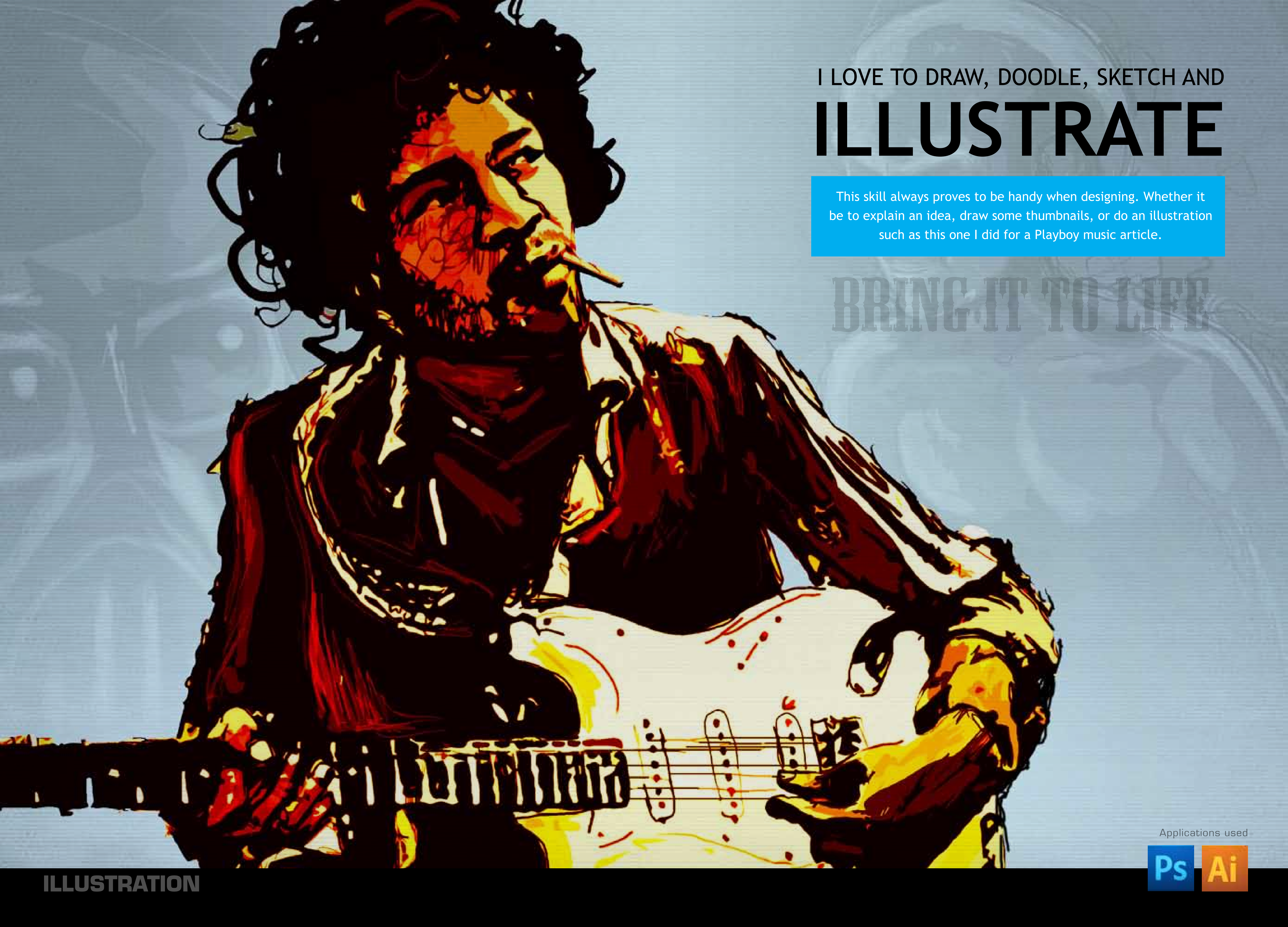
Whether it be print ads, corporate identities, billboards, stationery, brochures, posters or even branded body bags, (yes, I have done that) I give my clients what they want.

VERSATILITY

"\f]g is by far the most creative and least temperamental Art Director we have ever worked with. He buckles down, gets the job done, and there is never an issue. In a world of uncertainty, it is good to know that one piece of the puzzle is in safe hands."

Charl Du Plessis
Playboy Magazine





I LOVE TO DRAW, DOODLE, SKETCH AND
ILLUSTRATE

This skill always proves to be handy when designing. Whether it be to explain an idea, draw some thumbnails, or do an illustration such as this one I did for a Playboy music article.

BRING IT TO LIFE

I TAKE PHOTOS

My photography has been published in most of the magazines I've worked with and I have worked at functions and weddings. In my work I find it useful to be able to take a good photo when needed.



(1000 WORDS)

by george van der niet

BOTTLED THROTTLE

Energy drinks are a multi-billion Rand industry, and simply judging by the amount of branded stickers on cans and caps on bottles wearing vests, they don't seem to be stopping any time soon. And neither will you if you imbibe their products as they claim. So what exactly goes into these drinks? Taurine, Guarana, caffeine, exotic teas and berries from the Amazon – they all claim to give you that boost that you need in a multitude of unique flavours. We broke down some of the leading energy drinks in South Africa to see how much bang you get for your buck, according to sugar, kilojoules and caffeine. As a benchmark, your average cup of coffee contains 0.04 to 0.1 grams of caffeine, with 1.2 grams of sugar per teaspoon.

RED BULL	MONSTER REHAB	ENERGADE	POWERADE	LUCOZADE	VITAMIN WATER	BOOST
Price: R14.99	Price: R16.99	Price: R9.99	Price: R8.49	Price: R11.99	Price: R13.69	Price: R8.99
Size: 250ml	Size: 500ml	Size: 500ml	Size: 500ml	Size: 500ml	Size: 500ml	Size: 250ml
Caffeine (per can): 0.8 grams	Caffeine (per can): 0.15 grams	Caffeine (per bottle): 0 grams	Caffeine (per bottle): 0 grams	Caffeine (per bottle): 0.063 grams	Caffeine (per bottle): 0 grams	Caffeine (per can): 0.7 grams
Sugar (per can): 27.3 grams	Sugar (per can): 10.25 grams	Sugar (per bottle): 28 grams	Sugar (per bottle): 37.8 grams	Sugar (per bottle): 51 grams	Sugar (per bottle): 27.3 grams	Sugar (per can): 27.25 grams
Kj: 400	Kj: 218	Kj: 645	Kj: 668	Kj: 1540	Kj: 477	Kj: 500
Calories: 114	Calories: 52	Calories: 154	Calories: 160	Calories: 366	Calories: 114	Calories: 119
	2 grams of Taurine added				2 grams Synthetic Vit. C added	

photography by paul crallford

YOU GOT THIS FAR. THERE'S ONLY
1 STEP LEFT

Drop me a line or send me an email.
072 242 2418 | chrisgara@gmail.com

😊 **THAT WOULD MAKE ME HAPPY** 😊

If there is a specific style/type of work you want to see more of, please let me know and I will gladly send some through. Please find my CV on page 8.

Chris Gara
Graphic Designer

CHRIS GARA
Graphic Designer/Art Director
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Nationality South African
Home language English
Other languages Afrikaans

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Plumstead
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South Africa

SKILLS

- Graphic Design for print & digital
- Magazine layout
- Package Design
- Illustration
- Photography
- Corporate Identity Design
- Catalogue Design

EDUCATION

- Matriculated at Rondebosch Boys' High School in 2006
- Completed Bachelor of Arts in Brand Communications at Vega, the School of Brand Innovation. 2007 - 2009 (BA in Brand Communications)
- Advanced course in Photography and Photoshop at Vega, the School of Brand Innovation. 2012

SOFTWARE

- Adobe Creative Suite - Photoshop, InDesign, Illustrator, Dreamweaver, Premiere Pro
- Microsoft office - Word, PowerPoint, Excel
- I am proficient in both Mac and PC formats

REFERENCES

Jeanene van Zyl
Tomcat Advertising Agency
Creative Director
021 975 8464

Mark Samuel
Caravan Publications
Editor
021 702 4200

Daniel Bailey
MyDNAHealth
White Space Invader Client
021 433 0267

CURRICULUM VITAE

- Worked as a waiter in Saigon, Cape Town (2005) and Nino's, Cavendish (2006)
- Worked on the creative team for the Mother City Queer Project 2005, 2006 and 2007
- Worked on various creative projects during 2006 (matric year)
- Worked as a manager at a furniture store, Kembali (2005-2007)
- Worked as a manager at a Pizza Delivery company, Butlers (2007-2010)
- Worked on various BLOG forums reporting various events around Cape Town (2007-currently still reporting)
- Worked part time on small graphic design jobs creating corporate id's, designs for websites and logo design (2007 - 2010)
- My leadership skills have been developed through my 2 jobs as being a manager. I also accredited my fast growth to entering the working world at a young age.
- Interned at Tomcat Advertising Agency for the period of November 2009
- Tomcat Advertising Agency as an Art Director/Designer (June 2010 - March 2011).

Examples of clients serviced along with work completed:

- o Epilepsy South Africa - Logo and Corporate Identity
- o Fresh to Go UK - Logo and Corporate Identity
- o Namaqua Wines - Various Print Adverts
- o Intercape Buses - Brochure and Flyer Design
- o Wilde Juice - Various Print Adverts
- o ON•TAP - Annual Newsletter
- o ON•TAP - Package Design
- o ON•TAP - Billboard and Print Media Design (Flyers, brochures, Print Adverts)
- o Missing Children South Africa - Brand Bible, Missing Children Flyers, Cycle Jersey Design, Print Campaign
- o Various work done for SPAR

- Art Director of Leisure Boating magazine and Caravan SA (April 2011 - December 2013).

Job responsibilities:

- o Promotional pamphlets
- o Archiving
- o Look and feel of the magazine
- o Article Layout
- o DTP (getting magazine ready for print)
- o Client Advert Layout and Design (only some adverts in the magazine)
- o Web ready updates (these are then given to the website manager to upload)
- o Web Ad Design
- o Promotional videos for clients and for the Leisure Boating website
- o Photo retouching and image selection
- o Photography of some articles
- Art Director at Christopher Robin Design (Current position)
We service clients such as:
 - o Playboy
 - Art Director of Magazine
 - Responsible for layout and design
 - Design of all promotional material
 - Creating Print Ready Files for publication
 - Creating client ads
 - o Home Choice
 - Design and layout of catalogue
 - o Department of Science and Technology
 - Same as Playboy
 - o The Money Tree
 - Same as Playboy
 - o Student Investor
 - Same as Playboy
 - o MyDNAHealth
 - Package Design