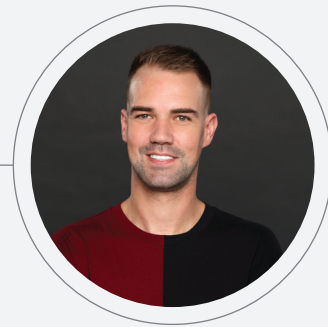


Ernst Kruger

SENIOR GRAPHIC DESIGNER



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ADDRESS

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With over 20 years of industry experience as a Graphic Designer, TV Editor, Motion Graphics Artist, and Creative Director, I bring a wealth of creativity and expertise to every project. For the past 8 years, I have excelled in senior roles, specializing in branding, print design, and outdoor/ambient design. Proficient in Adobe Creative Suite, Midjourney, and ChatGPT, I have a proven track record of delivering outstanding results, including receiving the Gold Isis and Silver Muse awards for exceptional design work. My strengths in creativity, attention to detail, meeting deadlines, and concept development have consistently increased client satisfaction, improved design processes, and boosted brand recognition. I am eager to join a driven team of creatives that are not afraid to take risks and innovate.

EDUCATION

2005 - 2008

BACHELOR OF ARTS: MOTION PICTURE MEDIUM

AFDA - The School for the
Creative Economy
Johannesburg, South Africa

Graduated: March 2008
Major: Special Effects Artistry
Minor: Animation

2004

HIGH SCHOOL DIPLOMA

Lady Grey Arts Academy
Lady Grey, South Africa

SOFTWARE

Adobe Creative Suite

Final Cut Pro

Avid Media Composer

MS Office / G Suite / iWork

LightBurn

Cinema 4D

ChatGPT / Midjourney

Adobe Firefly

WORK EXPERIENCE

CREATIVE DIRECTOR

CDS Dental Studio | Bossier City, Louisiana

- Led the redesign of the company's website, resulting in a 15% increase in website traffic and conversions within the first month of launch
- Responsible for the Development & Creation of Company Collateral & Marketing Materials
- *Developed and executed a successful branding campaign for a new product line, resulting in a 25% increase in sales within the first quarter of launch*
- Collaborated with various departments to create and implement a company wide re-brand to better align with the mission, vision, and values of the laboratory
- Implemented, managed, and maintained the lab management system to streamline work flows within the laboratory and provide clients with a better way to interact and manage their cases within the lab
- Responsible for product photography and styling of products

2019 - PRESENT

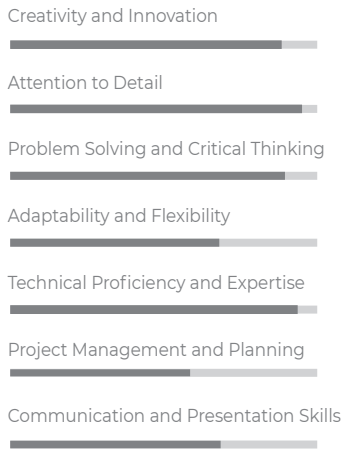
OWNER/CREATIVE DIRECTOR

Artifox Studios | Orlando, Florida

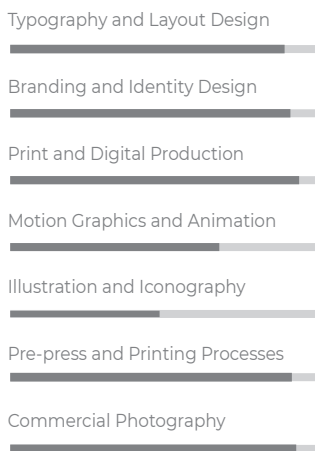
- Design all products sold by the company
- Oversee and manage customer service and customer interactions to maintain an excellent level of customer satisfaction
- Operate and maintain various equipment: CNC laser cutters, large format printers, sublimation equipment
- Conceptualize and create company collateral materials, packaging, marketing materials, and social media content
- Manage various company social media assets across different platforms
- Responsible for manufacturing and on-time shipping and delivery of customer orders
- Design advertising and marketing materials for various clients
- Execute high-level product photography and styling for product listings on e-commerce platforms such as Shopify and Etsy
- Copy writing and SEO for all e-commerce listings

2018 - PRESENT

SOFT SKILLS



HARD SKILLS



AWARDS

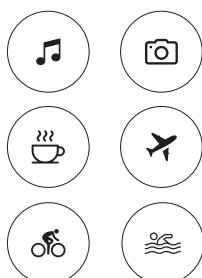
2011 | GOLD ISIS

Most Outstanding Design in Promotion - Promax DBA Africa

2011 | SILVER MUSE

Best Public Service Announcement - Promax DBA Africa

HOBBIES



WORK EXPERIENCE

CREATIVE DIRECTOR

2014-2018

Everything Marketing | Shreveport, Louisiana

- Provided creative direction for various projects for company clients
- Conceptualized and implemented branding for Smart.Market
- Conceptualized, implemented, and executed a successful re-brand for National Mail-It, resulting in greater brand awareness and leading to a lucrative acquisition by MSpark - a large national direct marketing organization
- Developed and executed a successful re-branding campaign for Metro Leader Newspaper, resulting in a 20% increase in brand recognition and a 25% increase in social media engagement

SHORT FORM PROMO EDITOR

2010 - 2012

Orijin New Media | Johannesburg, South Africa

- On-Air Promotion Editing
- Graphic Design for Print, Ambient, and Outdoor use
- Scriptwriting
- Concept Development
- Collaborate with clients to achieve objectives and fulfill project requirements
- Designed various types of illustrations, layouts, and promos according to brand guidelines
- Produced excellent visual solutions
- Worked with different types of media, including computer-aided design and photography
- Collaborated with Art Directors, Producers, Directors, Animators, Printers, and account managers to provide the best service to clients

LANGUAGES



ENGLISH
Expert



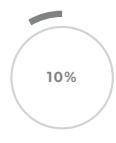
AFRIKAANS
Expert



ISIXHOSA
Intermediate



DUTCH
Novice



SPANISH
Fundamental Awareness

REFERENCES

DAVID KIEHLE

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CHUCK SCHUTZA

President & CEO - CDS Dental Studio

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SHANNON GILBERT - MESHELL

Mail Room Manager - MSpark

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