

# Somari van der Westhuizen

## Lead Designer / Art Director

With 15+ years of experience in the design industry, I bring a diverse skillset working both agency and client-side. Skilled in branding, visual communication, social and events design.

### CONTACT

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British Citizen with full right to work in the UK

Linkedin: [linkedin.com/in/svdwesthuizen/](https://www.linkedin.com/in/svdwesthuizen/)

Motion Design Reel: <https://youtu.be/zHXhcloGxk0>

Portfolio: [hausofwest.com/somari-van-der-westhuizen/](https://hausofwest.com/somari-van-der-westhuizen/)

### SKILLS

Art Direction  
Brand Strategy  
Concept Development  
Motion Design  
Social Media Content Design  
UI Design  
Prototyping & Wireframing  
Presentation Design  
Packaging Design  
Iconography  
Photography  
Basic Video Editing

Team Management  
Project Management  
Supplier Coordination  
Extensive Print Knowledge

### WORK EXPERIENCE

#### Freelance Lead Designer / Art Director

*McCann Truth Central* | London | (Nov 2021, Dec 2023 - Mar 2024)

Leading early stage design and ideation for various research campaigns, including 'The Truth About New Europe' and 'The Truth About Ramadan'. Creating layouts for data visualisations and website design. Working on pitch visuals for Just Eat. Artworking on projects for eBay, Nespresso and TSB - Pride of Britain. Creating an infographics document to support a study for Ithra Sync, a Digital Wellbeing Program from Aramco.

#### Freelance Lead Designer / Art Director

*Well Pleased Events* | London | (Mar 2022 - Mar 2024)

Event branding for various corporate events (such as Superdrug, Waitrose, and Johnston's Paint), incorporating AI for visuals.

#### Freelance Lead Designer

*Travel Trade Consultancy & Stonecot Trustees* | London | (Jan - Sep 2023)

Updating and expanding their brand guidelines, creating logo animations and presentation templates.

#### Freelance Lead Designer / Art Director

*Island Poké* | London | (Nov 2021 - Feb 2023)

Produce designs to brief and to deadline, managing multiple projects simultaneously. Leading junior designers and freelancers. Creating new shop visuals, signage, social media posts, packaging and menu layouts. Motion graphics for online and in-store.

#### Freelance Senior Designer

*Agent3 (This Machine)* | London | (Apr - Jul 2022)

Working on B2B campaign visuals (white papers, emailers, landing pages and reports) for Adobe, Ericsson, Salesforce and Pure Storage.

#### Freelance Senior Designer

*Kairos Media* | London | (May - June 2021)

Concept Development for social media visuals for KFC and Pizza Hut. Working on for visuals for Samsung; presentation design for Frontier Games; Beauty Nut, Rocket League, and working on a pitch for the NBA.

#### Freelance Lead Designer/Art Director

*FCB Coffee* | London | (Jan 2013- Feb 2021)

Rebrand of existing independent coffee shop and project management of planning and opening six other branches. Along with marketing and social media visuals, the ongoing project required liaising with suppliers, producers and nurturing other creatives. Successfully introduced sustainable and recyclable packaging. Being appointed the brand guardian, I had to ensure that quality was upheld across all design assets, ensuring style and messaging were consistently within brand guidelines.

#### Freelance Senior Designer

*BETC London* | London | (Feb, Sep 2020)

Concept Development for Nike for the London Marathon 2020 campaign, Aptamil & Terry's Chocolate Orange.

#### Freelance Digital Designer

*Elvie* | London | (Sep 2019)

Creation of emoji designs for Elvie's #femalesexualhealthweek campaign.

#### Freelance Lead Designer

*Zest.Design* | London | (2019-2020)

Pitch Visuals for launch events such as Milan Design Week 2020, COVID-related internal branding, and Lamborghini Huracán STO Launch 2021. Creating Presentation Templates.

#### Freelance Lead Designer / Art Director

*PLOT Coffee Roasting* | London | (2018-2020)

Full branding project for a new Woolwich-based coffee roastery, with ethically produced packaging and merchandise design.

### SOFTWARE

Adobe Creative Cloud

- Photoshop
- Illustrator
- InDesign
- After Effects
- Adobe Express
- XD
- Premiere Pro

Midjourney  
Stylar

Google Suite  
Office 365

Figma  
Sketch  
Marvel

Wordpress  
Squarespace  
Ceros

Asana  
Monday.com  
Trello

### Freelance Senior Designer

*The London School of Economics and Political Science (LSE) | London | (2019)*

Contract work in the dedicated Design Unit preparing marketing collateral and student handbooks with the updated brand identity. I also worked on the LSE's Suffrage 2018 campaign to highlight the school's collection of Suffrage media and commemorate 100 years of the movement.

### Freelance Lead Designer/Art Director

*Phox Pop Magazine | London | (2016-2019)*

Brand identity and editorial layouts for indie magazine focussing on "thinkers, seekers, makers and doers." Planning and curation of exhibits for launch events for issues one and two.

### Freelance Digital/UI Designer

*Kafoodle | London | (2017-2018)*

Wireframing and prototyping for the standalone user app and restaurant software management.

### Freelance Senior Designer

*The Fintech Times | London | (2018-2020)*

Print layout design of monthly 32-page newspaper for the fintech media group. Art direction and design for marketing collateral.

### Freelance Digital/UI Designer

*The Plum Guide | London | (2018)*

User Interface design for a luxury apartment rental website (homepage and listings page) to increase conversion. Refinement on admin console back-end for iPad users.

### Freelance Digital/UI Designer

*Sportcaller | Remote | (2013-2018)*

UI/game design for free-to-play betting games with clients such as Coral (2018 Football World Cup), Paddy Power, Sky Bet, Ladbrokes and Channel 4.

### Senior Designer

*Photoplan Ltd | London | 03/2011 - 12/2012*

Design, marketing, and management of photographers and junior designers. Created a successful marketing strategy for the company.

### Senior Digital Designer

*whynot! | London | 05/2010 - 10/2010*

Creating web templates and digital assets for the Malaysia Kitchen campaign. Pitch visuals for DJ Hero, Walkers, Tropicana and Heinz.

### Senior Designer

*Xtaster | London | : 07/2006 - 04/2010*

Xtaster was a viral marketing agency with one of the first UK-based social networks pre-Facebook. Quickly became the brand gatekeeper for a busy marketing department.

### Mid-Weight Digital Designer

*N1 Creative | London | : 04/2005 - 06/2006*

Working on digital projects with notable clients like the BBC, Sainsbury's and Trees for Cities. PRELUDE for the EEA won an IVCA award.

### Junior Digital Designer

*N1 Creative | London | : 03/2004 - 03/2005*

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## EDUCATION

### User Experience Design Bootcamp

General Assembly

London (2016)

[www.generalassemb.ly](http://www.generalassemb.ly)

### Visual Communication

Higher National Diploma | The Open Window |

Pretoria, South Africa (2001-2003)

[www.openwindow.co.za](http://www.openwindow.co.za)

## PS: MY NAME

is pronounced 'Sue-Mah-Ree' :)

My surname means House of West in Dutch.

## VOLUNTEERING

### Creative Design Lead / Traffic Management

*The Dandelion Philosophy | (Feb - 2024 - Current)*

Traffic management for the charity's design and marketing management.

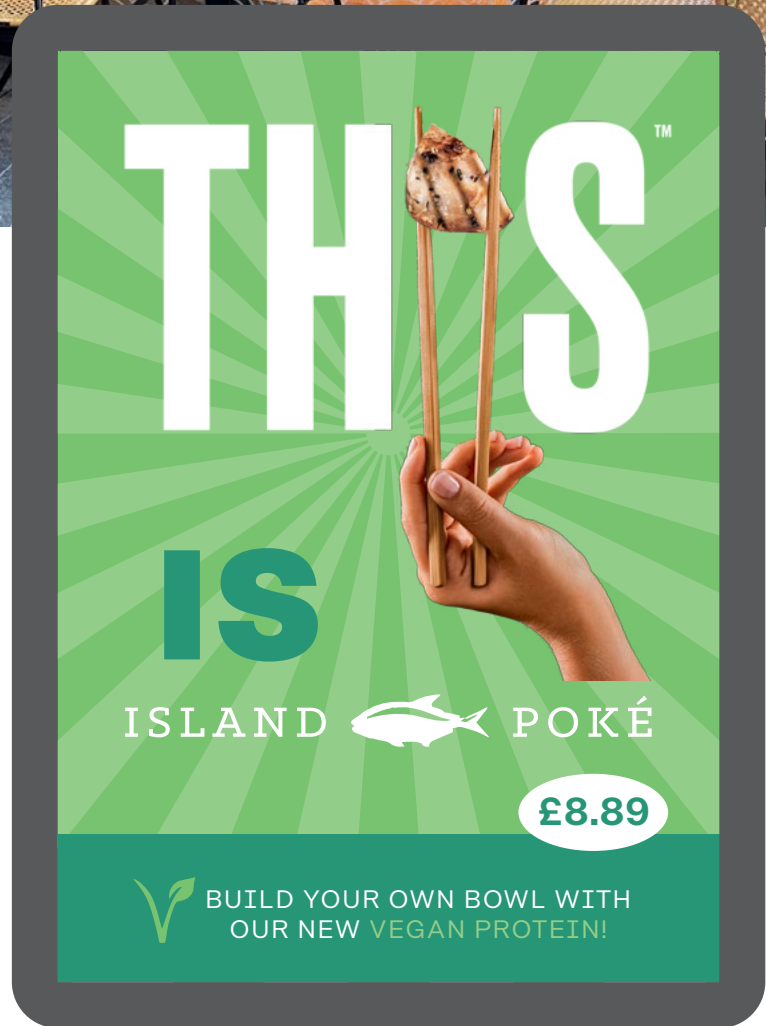
Mentoring junior designers.

[www.dandelionphilosophy.com](http://www.dandelionphilosophy.com)

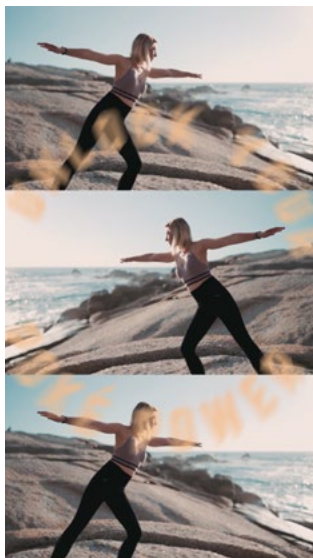
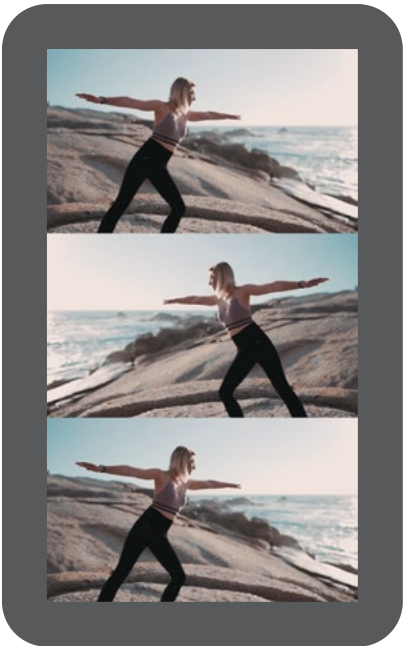
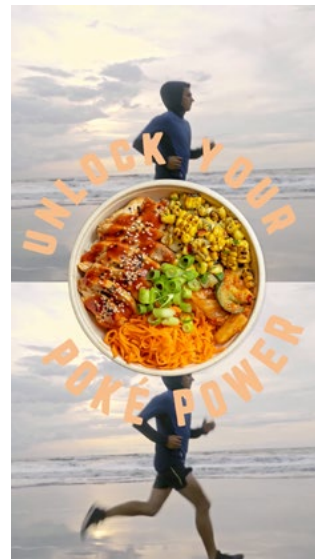
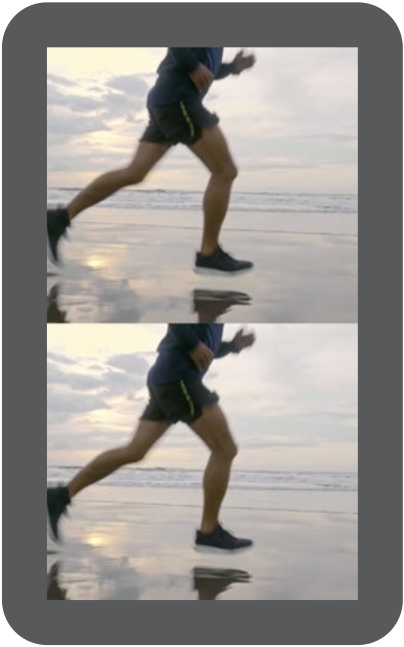
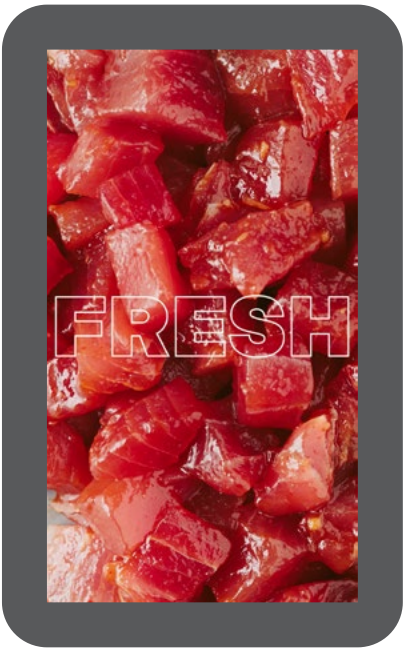
## REFERENCES

Available on request

# Campaign Design

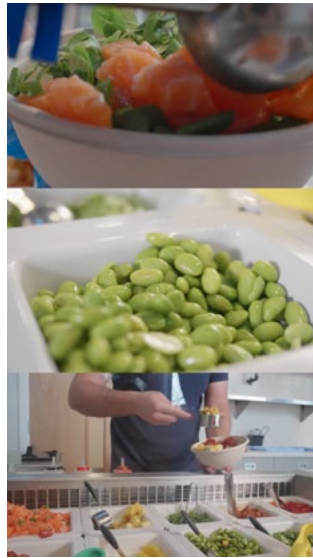
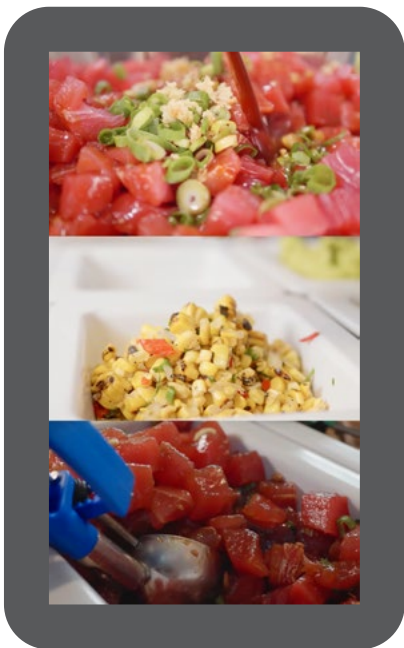
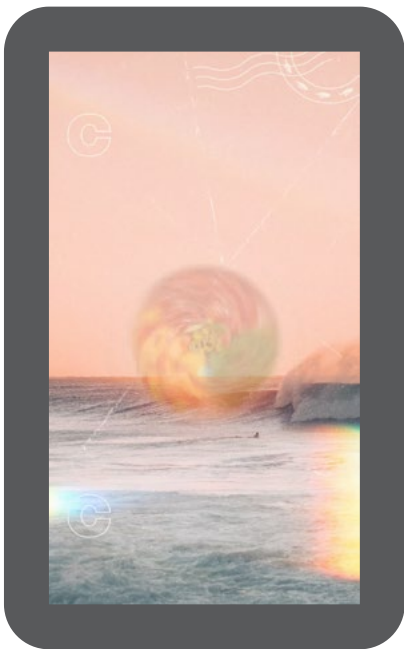






Brief: Social First Campaign  
Campaign: Poké Power - Bringing Fresh Energy to 2023  
Client: Island Poké | [www.islandpoke.com](http://www.islandpoke.com)





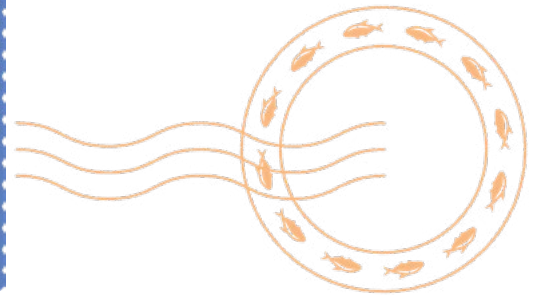


# Retail Signage





# Retail Packaging



FULLY COMPLIANT  
BRANDED SLEEVE



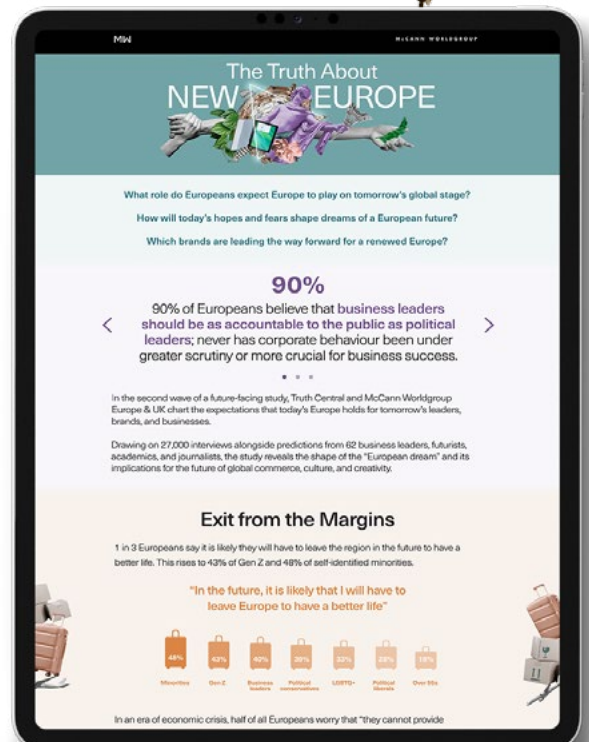
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# The Truth About NEW EUROPE



Client: McCann Worldgroup  
'The Truth About New Europe' research study visuals,  
[truthaboutneweurope.mccannworldgroup.com](http://truthaboutneweurope.mccannworldgroup.com)

The study looked at how Europe is changing and what role brands and businesses play in it's future. To capture this vibrant tapestry, I crafted evocative collages for each theme, visually weaving together the multifaceted future of Europe, to elevate the data visualisations of the study.









# Branding, Packaging Design



# PLOT



Client: Plot Roasting  
Branding / Packaging / Signage  
[www.plotroasting.com](http://www.plotroasting.com)



## Branding Clients

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