

Jeanine Grobler

CREATIVE LEAD | GRAPHIC DESIGNER

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EDUCATION

BA Degree in Visual Communication

2008 | *The Open Window (South Africa)*

Diploma in Photography

2020 | *The Photography Institute (New Zealand)*

STRENGTHS

- Expert in translating client needs into effective designs.
- Experienced in agency environments and leading creative teams.
- Skilled in relationship-building and clear communication.
- Versatile across print, digital, photography, illustration, and motion graphics.



PORTFOLIO

www.jeaninegrobler.net

ABOUT

Creative and self-motivated professional with over 16 years of experience in the advertising industry, working with leading brands. Proven expertise in managing the entire creative process, from concept to final delivery, with experience in leading creative teams, graphic design and brand development. Thrive in fast-paced, deadline-driven environments, consistently prioritising project timelines. A skilled multitasker committed to delivering high-quality work across diverse projects and media.

SOFTWARE

- Adobe InDesign
- Adobe Acrobat
- Adobe Illustrator
- MailBuilds
- Adobe Photoshop
- Mailchimp
- Adobe AfterEffects
- Microsoft Office
- Adobe XD

Creative Director

Aug 2018 - Current

Greenfield Global Ltd: Auckland, New Zealand

As the Creative Lead at Greenfield Global Ltd, I am responsible for overseeing the creative direction, graphic design, and photography across all company brands. I manage and guide the creative process, providing visual direction to our team while collaborating with directors to assess design needs and develop innovative solutions. Greenfield Global Ltd is a holding company for a diverse portfolio of businesses, including finance, an online makeup shop, automotive products, retail, and water filtration units. My role encompasses creative strategy and execution across this varied spectrum, ensuring consistent and impactful brand representation.

Creative Director

Mar 2017 - Aug 2018

MDOT: Stellenbosch, South Africa

As Creative Director, I trained and guided a team of creatives, leading the development and execution of advertising campaigns and conceptual collateral. I designed graphics for high-profile clients such as Hollard, Standard Bank, Old Mutual, and Discovery Health, delivering impactful visuals that aligned with each brand's objectives.

Art Director

Jan 2013 - Feb 2017

BRAND et al: Pretoria, South Africa

As an Art Director, I was responsible for a range of creative tasks, including illustrating storyboards for TV productions, crafting visually compelling presentations for pitches, and providing art direction on set. My role also involved creating artistic wall art for interiors, as well as conceptualising and designing graphics for various brands. I worked with numerous high-profile clients, including Pioneer, MBT Petroleum, Makro, AVBOB, Sally Williams, PSG, Hisense, KeyHealth, Fidelity Security, and more, ensuring each project met the highest creative standards.

SKILLS

- DESIGN
 - Graphic Design
 - Art/Creative Direction
 - Training of Designers
 - Execution of Creative Brief
 - Advertising
 - Annual Report design
 - Layout & Print Design
 - Conceptual Photo Manipulation
 - UI Design
- ART
 - Packaging Design
 - Wall Art Design
 - Illustration
 - Cartooning
 - Storyboarding
- VARIOUS
 - Photography
 - Presentations
 - Motion Graphics
 - Social Media Designs
 - Digital Design
 - Email Newsletters



AWARDS

- 2016 SA Publications Forum: Second Runner-Up for Best Once-Off Publication - TWK Coffee Table Book Design
- Contributed to the BRAND et al team that won a Silver Assegai Integrated Marketing Award for the AVBOB Television Commercial (2015)
- Best art student Hartbeespoort High School for 2002, 2003, 2004, 2005
- Winner of the ECO-CARE Poetry Competition, North West (1999)
- Trophy for Best Culture Student (1999)
- Steenkamp Trophy for Most Creative Student (2005)
- Madie Burger Trophy for Best Art (2005)



PORTFOLIO

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Graphic Designer

Apr 2010 - Dec 2012

IE Communications: Pretoria, South Africa

At IE Communications, a Marketing and Design Agency, I played a key role in strategising initial concepts and developing the look and feel for various projects. My responsibilities included creating illustrations, graphic designs, annual reports, print materials, corporate identity designs, calendars, websites, and more. My contributions were integral to the agency's success, ensuring that each project was executed with a strong creative vision and attention to detail.

Production Manager | Animator

2010 - 2012

Skaapstad Holdings: Pretoria, South Africa

At Skaapstad, a supplier of cartoons to Rapport, a National Sunday Newspaper, I coordinated merchandising, website content, and mobile animations, creating humorous animations to boost online engagement and expand the audience. My work was focused on bringing fresh, engaging content to life across multiple platforms.

Cartoonist

2009 - 2010

Created illustrations for National Sunday Newspaper cartoons, contributing to brainstorming, storyboarding, and developing engaging content for a broad audience.

Graphic Designer

2010 - 2011

Erit CC: Pretoria, South Africa

Led the design department of this IT company. I had to converse with clients, create designs as well as source new clients.

Graphic Designer

2008 - 2009

Warren's World Production: Pretoria, South Africa

I worked on television advertisements for this Company. I also created websites and did all their print design projects and corporate identity designs.

Freelance Packaging Designer

2008 - 2009

Veld & Vlei: Pretoria, South Africa

Designed corporate identity, packaging, and advertising materials for this dairy company. Contributed to building the brand's visual identity and marketing.

ACHIEVEMENTS

- Created 6 illustrations for the *Brands & Branding* 22nd Edition 2016 publication
- Awarded a bursary for four subjects at Open Window (2006) for outstanding academic performance
- Ranked among the top 5 students in Drawing
- Top Academic Skills student (2007)
- Top Visual Culture student (2006, 2007, 2008)
- Graduated as one of Open Window's top 5 students
- Obtained a BA Degree in Visual Communication, majoring in Interactive Media
- Earned a diploma in Photography from The Photography Institute NZ (2020)

REFERENCE

Andrew Cardy

General Manager Greenfield Global

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