

Carey Slade

INTRODUCTION

I'm a freelance graphic designer, conceptual art director and photographer based in Johannesburg, passionate about design and smart ideas. I pride myself on my attention to detail, as well as the fact that I am a hard worker, often going beyond what is required. My design studio was established 8 years ago, I've had the pleasure of freelancing with various above-the-line and digital advertising agencies and have been fortunate to build up a portfolio of my own clients that I work with on a one-on-one basis.

When I'm not designing or art directing, you'll find me behind a camera photographing corporate functions, products, brand activations, headshots, families, newborns, weddings and private events.

BIOGRAPHY

INDEPENDANT FREELANCER

September 2014 - Present

- **Private clients:** Henley Business School, Courageous Bear, Fixed, Betapoint, Lombard Insurance Company, PIMMS Group, Identipet, Legacy Pet Crematorium, Mental Wellness Institute, The Rewards Factory, Massif, WeBloom, ThinkLink, Metate, Rocket DNA, Soul City, HURISA, Planact, National Strategic Hub.
- **Agencies I've freelanced at:** FCB, Ogilvy & Mather, Aqua Online, OpenCo, Base2, Quirk, GTB/BlueHive, Matter Advertising.
- **Accounts I've worked on:** SA Tourism, Investec, Ford South Africa, KFC, Coca-Cola, MTN, McDonalds, Land Rover, Showmax, ABSA, Aquafresh, Kelloggs, Airtel Africa, Anglo American.

OGILVY & MATHER JOHANNESBURG

June 2010 - August 2014

- **Position:** Senior Art Director
- **Accounts:** Cell C, MultiChoice (DStv, M-Net, Channel O), Coca-Cola (Coca-Cola, Sprite, Sparletta), Kimberly Clark (Kotex & Huggies), GSK (Grandpa, Calpol, Scott's Emulsion) Cadbury (Cadbury Dairy Milk, P.S.), Greenpeace, Topsy Foundation, SAA, Philips, Unilever (Dove, Ponds).
- **Pitches involved in:** Nedbank, Vodacom, Cambridge Food, DTT, DStv

METROPOLITANREPUBLIC / THE JUPITER DRAWING ROOM

January 2008 - May 2010

- **Position:** Graphic Designer / Art Director
- **Accounts:** MTN Brand & Retail, Stuttafords, Coca-Cola, FNB, Monte Casino, Wimpy.

TRAVELLING ABROAD

August 2007 - November 2007

CAMP HARLAM (Camp Counsellors USA)

June 2007 - August 2007

- **Position:** Yearbook Designer, Camp Photographer

SYNDICATE GRAPHICS

February 2005 - June 2007

- **Position:** Junior Packaging Designer
- **Accounts:** Tiger Brands, Nestle Purina, Permark Int., Adcock Ingram, PSN Brands.

TERTIARY EDUCATION: GREENSIDE DESIGN CENTRE

January 2002 - December 2004

Qualification: BA Graphic Design (First Class Pass)

GET IN TOUCH

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Instagram: [@careyslade_photography](https://www.instagram.com/careyslade_photography)

REFERENCES *Available on request*