

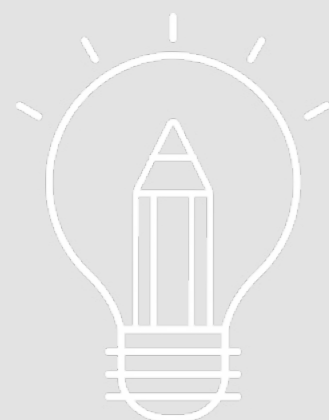


CREATIVE SHOWCASE

BARBARA BRIGGS-DAVIES

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BBD



ABOUT ME

I am action-oriented and driven, with a passion for finding the nexus of creative execution and strategic thinking. I strive to achieve my best in everything I do, and always seek to exceed expectations.

With 15 years' experience in the Marketing, Advertising, PR and design industry, and having held roles in corporates and agencies, I have experience across the marketing value-chain. I am a proficient graphic, UI and CMS front-end web designer, illustrator, animator, video editor, writer and content creator.

Since early 2020, I have operated predominantly remotely and am comfortable delivering outcomes and integrating into a team both in person and remotely.

For much of my career I have led teams of marketing and advertising professionals, both in managerial and mentor roles.

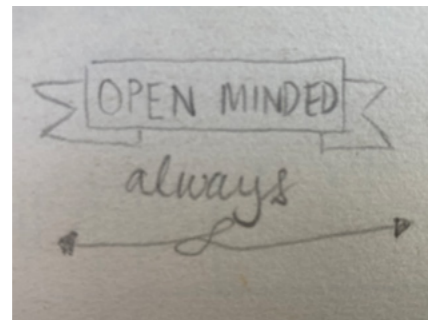
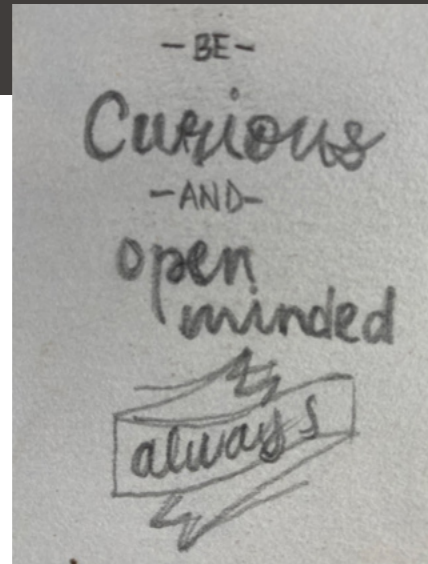
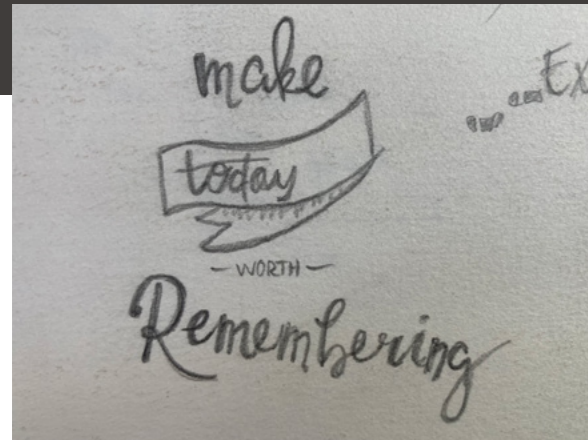
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TYPOGRAPHIC PRINTS

GRAPHIC DESIGN, ILLUSTRATION AND LAYOUT



CLIENT / JUST A LITTLE DIFFERENT

CATEGORY / GRAPHIC DESIGN, ILLUSTRATION AND LAYOUT

During 2017, I launched a side hustle project, called *Just a Little Different*, an online shop catering to families that didn't quite fit the "mom, dad, two-point-five-children, white picket fence and a Labrador" model. As part of launching the shop, I designed a number of items, including these typographic prints and birth announcement templates.

The site has subsequently been taken down and the business closed.



JUST A LITTLE DIFFERENT BOOK ILLUSTRATIONS GRAPHIC DESIGN, ILLUSTRATION AND LAYOUT



CLIENT / JUST A LITTLE DIFFERENT
CATEGORY / GRAPHIC DESIGN,
ILLUSTRATION AND LAYOUT

During 2017, I launched a side hustle project, called *Just a Little Different*, an online shop catering to families that didn't quite fit the "mom, dad, two-point-five-children, white picket fence and a Labrador" model. As part of launching the shop, I designed a number of items, including these milestone books and bespoke My Family story books (written by my wife).

For the books I illustrated all the characters and animals, did typographical layout and pagination and overall design and layout. They were printed as 210mm X 210mm, hard cover books.

The site has subsequently been taken down and the business closed.



ILLUSTRATIONS AND DIGITAL ART ILLUSTRATION, DIGITAL PAINTING AND ART

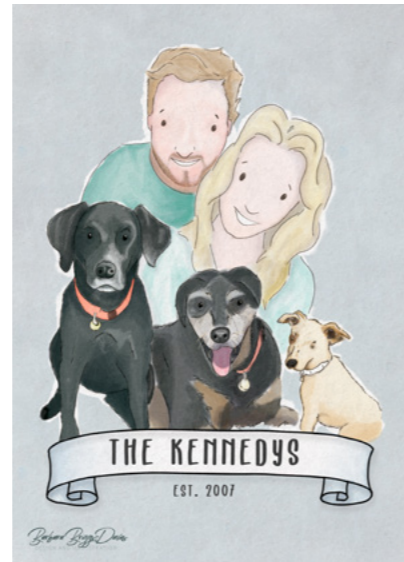
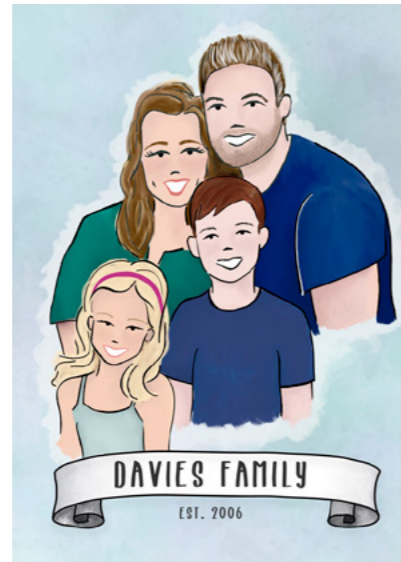
CLIENT / VARIOUS

CATEGORY / ILLUSTRATION AND
DIGITAL ART



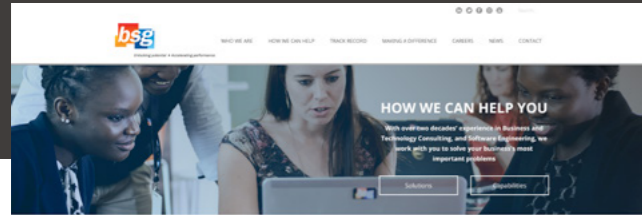
A selection of various illustration and digital art commissions, ranging from children's book illustrations and pet portraits, to wall prints and minimalist family portraits in various styles.

When doing digital art and illustration, I predominantly use a Wacom IntuosPro drawing tablet and either Adobe Photoshop or Adobe Illustrator. Vector-style illustration is done primarily in Adobe Illustrator.





BSG WEBSITE GRAPHIC, UI AND WEB DESIGN, COPYWRITING

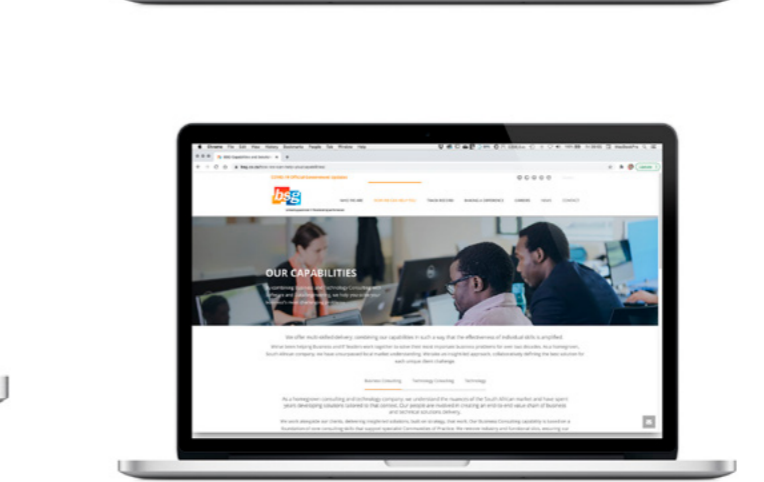
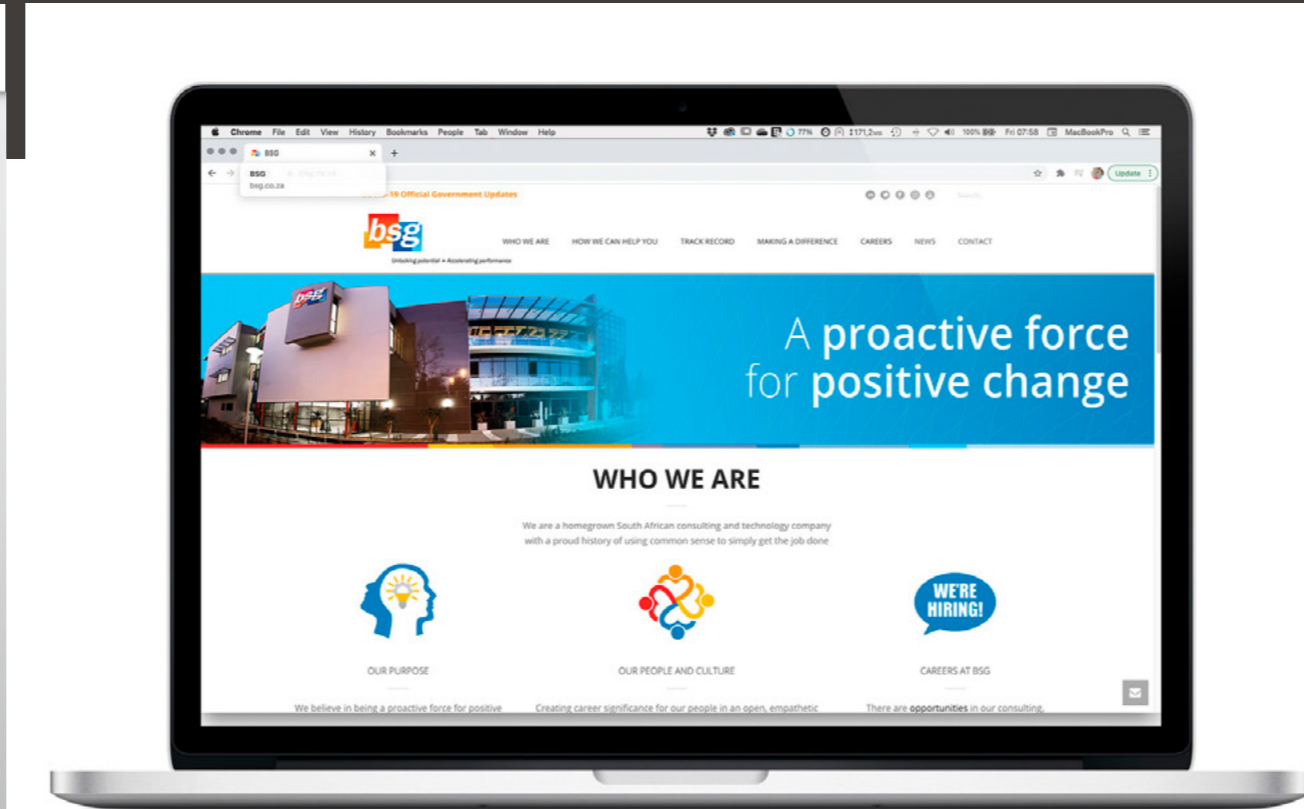


HOW WE CAN HELP YOU
With our multi-disciplinary approach in Business, IT, Technology, Consulting, and Professional Services, we work with you to solve your business's most important problems.

CREATING FLOW BETWEEN BUSINESS AND IT
We've been helping Business and IT leaders work together to solve their most important problems for over two decades. By combining Business and Technology Consulting with Software and Data Engineering and local knowledge, we solve the most challenging business problems. We take an insight-led approach, taking time to understand the nuances of the challenge, before defining the most effective solution.



OUR CAPABILITIES
We offer multi-skilled delivery by combining our capabilities in such a way that the effectiveness of individual skills is amplified.



CLIENT / BSG
CATEGORY / GRAPHIC DESIGN, UI DESIGN, FRONT-END WEB DESIGN (CMS – WORDPRESS), COPYWRITING, EDITING AND LAYOUT

In 2015, I led the project to redesign the BSG corporate website. This included overall project management, stakeholder management, and milestone and timeline management.

I designed all the graphics on the site (illustration), Art Directed the photoshoot to build a library of images for the site, produced the UI prototypes and layouts using Adobe XD, and built the pages using WordPress and Visual Composer.

I also wrote all the copy on the site, as well as the thought-leadership articles and case studies showcased on the website.

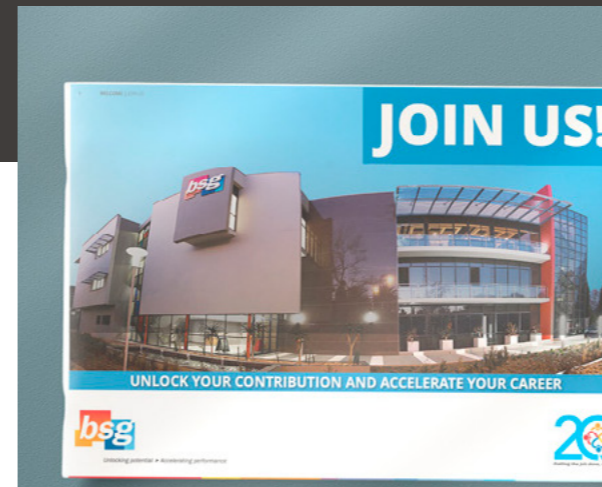
I continue to manage the site, including design and layout of new pages and artefacts, as needed. Visit the [website](#).



BSG PRINTED COLLATERAL GRAPHIC DESIGN, ILLUSTRATION AND LAYOUT

CLIENT / BSG

CATEGORY / GRAPHIC DESIGN,
ILLUSTRATION AND LAYOUT



During my tenure at BSG, I have designed a number of collateral items, from sales infographics to recruitment material and internal communications collateral.

The showcased selection includes brochures and posters designed for the graduate recruitment programme, a postcard designed for an internal communications campaign on the inclusive power of language, recruitment brochureware, an event t-shirt and layouts of thought-leadership articles, written in collaboration with subject matter experts for publication on the [website](#) and other channels.

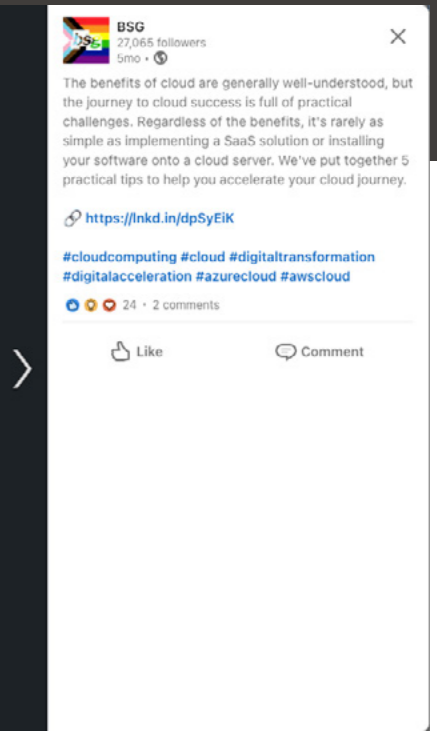




BSG SOCIAL MEDIA COLLATERAL GRAPHIC DESIGN, ILLUSTRATION AND LAYOUT



CLIENT / BSG
CATEGORY / GRAPHIC DESIGN, ILLUSTRATION AND LAYOUT



During my tenure at BSG, I managed the organisation's social media platforms and managed content planning and creation across the core social media ([LinkedIn](#), [Instagram](#) and [Facebook](#)).

To ensure consistent brand messaging and imagery, I created reusable templates, as well as custom illustrations for use across the various platforms. I also provided Art and Creative Direction to other team members creating content for various internal and external channels.

Where necessary, I used Adobe Photoshop to incorporate branded BSG elements into stock imagery to create better brand alignment.





MISS EARTH SOUTH AFRICA GRAPHIC DESIGN, ILLUSTRATION AND LAYOUT



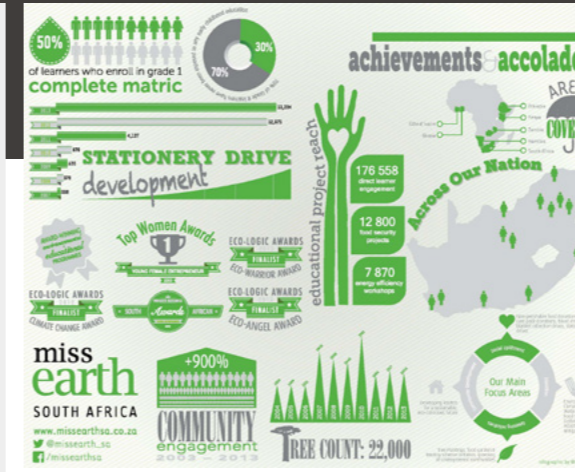
CLIENT / MISS EARTH SOUTH AFRICA
CATEGORY / GRAPHIC DESIGN,
ILLUSTRATION AND LAYOUT

While freelancing, I worked with the Miss Earth South Africa, a leadership programme for young women focused around green living and sustainability.

I supported them with various items, from photoshoot Art Direction, to graphic design, copywriting, layout and print production, as well as maintenance of their website and HTML emailer design and distribution, as well as PR activities (writing and disseminating press releases, following up with media, booking interviews and press conferences, etc.).



MISS EARTH SOUTH AFRICA / CONTINUED... GRAPHIC DESIGN, ILLUSTRATION AND LAYOUT



CLIENT / MISS EARTH SOUTH AFRICA
CATEGORY / GRAPHIC DESIGN,
ILLUSTRATION AND LAYOUT

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MISS EARTH SOUTH AFRICA / CONTINUED... GRAPHIC DESIGN, ILLUSTRATION AND LAYOUT



Love *Water* this National Water Week

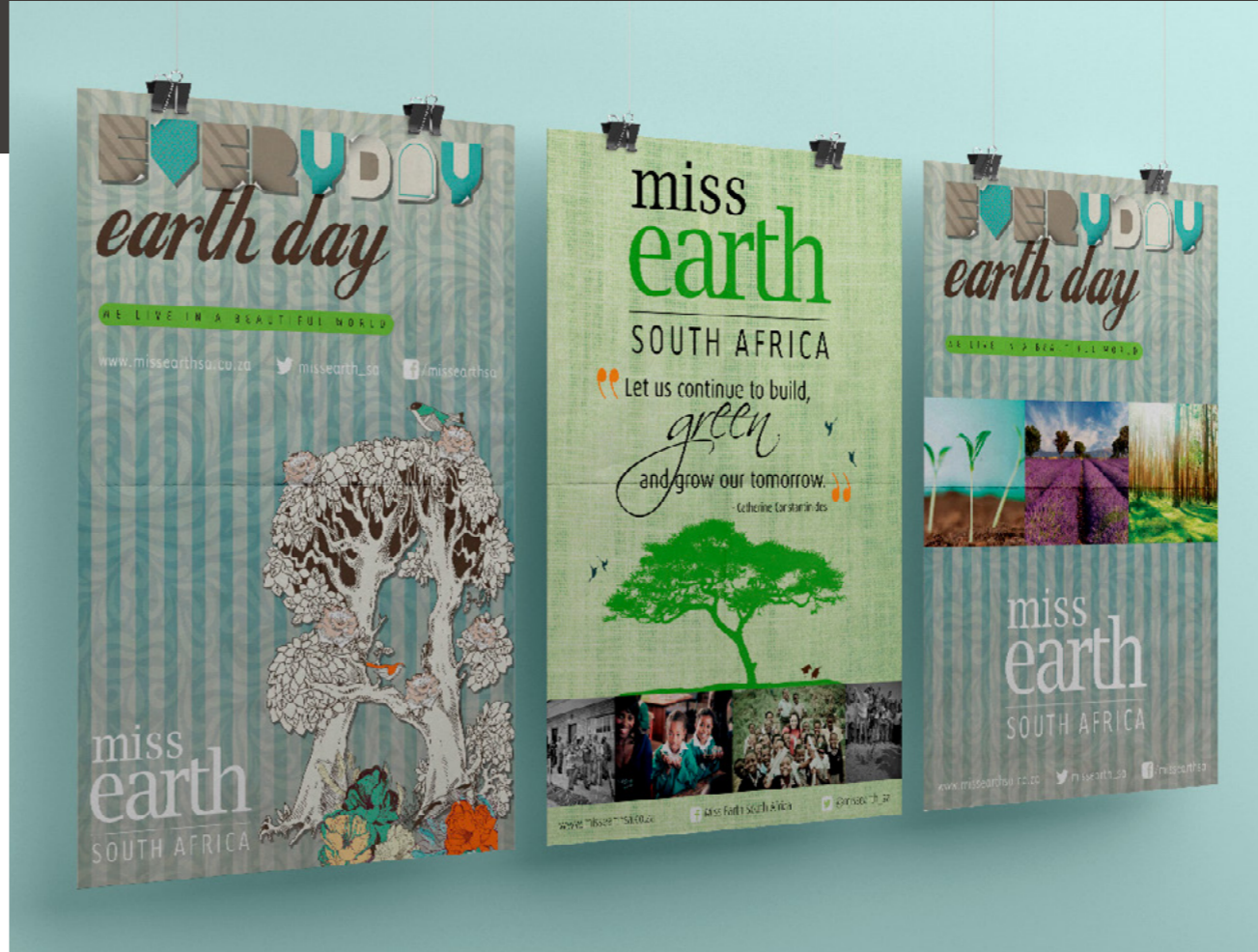
Help us to raise awareness of the scarcity of this precious natural resource by tweeting your Water Wise messages throughout National Water Week to @missearth_sa with #WaterWeek.

Water is Life-Respect It, Conserve It, Enjoy It



miss earth SOUTH AFRICA

www.missearthsouthafrica.co.za

CLIENT / MISS EARTH SOUTH AFRICA

CATEGORY / GRAPHIC DESIGN, ILLUSTRATION AND LAYOUT

- Miss Earth SA 2003
- Miss Earth SA National Director
- Cosmopolitan's Woman of the Year
- International Miss Earth Beauty with a Cause Winner: 2007
- ETA Award Winner: Women in Communities: 2008
- Marie Clare Magazine Green Leader: 2011
- LeadSA Executive 2012 - Present
- One of SA's Top Entrepreneurs (Entrepreneur Magazine): 2012
- Enviropaedia Eco-Logic Climate Change Award: Finalist: 2012
- SA Premier Business Awards: Young Entrepreneur Award: 2013
- Desmond Tutu Leadership Fellowship Recipient: 2013
- World Peace Foundation Ambassador

miss earth SOUTH AFRICA

Catherine Constantinides



- United Nations Youth Ambassador 2009 - Present
- Mail and Guardian's Top 200 Most Influential People of South Africa for 2012-2013
- Woman in Climate Change Award winner of the Panathinaiki Woman's Association of South Africa 2011-2012
- ETA Awards Brand Ambassador
- One of Entrepreneur Magazine's Young Entrepreneurs for 2012
- Enviropaedia ECO-Logic Youth Award 2012
- Green Globe Award for Education and Citizenship: 2012
- SA Premier Business Awards: Young Entrepreneur Award: 2013

miss earth SOUTH AFRICA

Ella Bella Constantinides



While freelancing, I worked with the Miss Earth South Africa, a leadership programme for young women focused around green living and sustainability.

I supported them with various items, from photoshoot Art Direction, to graphic design, copywriting, layout and print production, as well as maintenance of their website and HTML emailer design and distribution, as well as PR activities (writing and disseminating press releases, following up with media, booking interviews and press conferences, etc.).



GENERATION EARTH PRINTED COLLATERAL GRAPHIC DESIGN, ILLUSTRATION AND LAYOUT

CLIENT / GENERATION EARTH

CATEGORY / GRAPHIC DESIGN, ILLUSTRATION AND LAYOUT



While freelancing, I worked with a youth organisation called Generation Earth, focused on green education and sustainability.

I supported them with various items, from photosthoot Art Direction, to graphic design, copywriting, layout and print production, as well as maintenance of their website and HTML emailer design and distribution, as well as PR activities (writing and disseminating press releases, following up with media, booking interviews and press conferences, etc.) and event management.



A black and white photograph of a hand holding a pen, drawing a character's face on a piece of paper. The character has large, expressive eyes and a simple, rounded head. The drawing is in progress, with some lines still being defined by the pen tip. The background is a dark, solid color, and the overall composition is clean and professional.

LET'S GET IN TOUCH

BARBARA BRIGGS-DAVIES

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