

# Andrew Difford

## Creative and Design Specialist

### Details

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Portfolio	<a href="https://diffdesign.co.za">https://diffdesign.co.za</a>
Current location	Oxford, UK
Social	<a href="https://www.linkedin.com/in/andrew-difford">linkedin.com/in/andrew-difford</a>
Citizenship	British
Industry Experience	22 Years

### Client Industry Experience

FMCG	Wellness
Retail	Fashion
Interiors	eCommerce
Hospitality	ABV
Recruitment	Corporate
Fin-Tech	Education
SME's	NPO's
Software	Conservation

### Specialty Skill Set

Creative Direction	Art Direction
Graphic Design	Brand Identity
360° Campaigns	UI / UX Design

Manage juniors, suppliers, present work

### Profile

Driven by 22 years of industry expertise, I specialise in, but am not limited to, Branding, Art Direction, and Graphic Design. With a multi-disciplinary and curious approach, I know what it takes to transform concept-driven ideas into thoughtfully crafted, experiential, digital, and printed executions.

### Work Experience

#### Current : Freelance Creative Designer

Oxford, UK

<https://diffdesign.co.za> : Personal Freelance Business

- Concept, storyboarding, design style and illustration, manage animators for WILDAID infographic videos: <https://earthtouch.tv>
- Succeeded in creative execution of Fast Track creative delivery interactive presentation securing Earth Touch (UK) a permanent placement on prominent global platforms such as Netflix and Hulu: <https://earthtouch.tv>

#### 2023 - 2024 : Senior Art Director / Graphic Designer

Durban, ZA

<https://avataragency.co.za> : Advertising Agency Group creates ideas that impact

some of the world's most recognised brands including ISUZU, KFC, H&M, Tecno, BP, Nivea, Castrol, Nokia and Unilever to disrupt, challenge, and enhance consumer perception and participation.

- Collaborate with creative teams to develop and execute visually compelling concepts for advertising campaigns, striving for simplicity and celebrating ethnicity, educating and empowering juniors.
- Lead brainstorming sessions with video and animation teams, copywriters and creatives to generate innovative ideas and concepts that align with client objectives and strategic pillars, to ensure a harmonious integration of visuals and messaging in campaigns
- Direct and oversee the visual elements of a campaign, ensuring consistency and adherence to brand guidelines, integrating AI generated imagery
- Storyboard, oversee the production process, coordinating with vendors, photographers, and external agencies for digital campaigns, consumer experiences, web and digital media, brand activations and experiential consumer activations
- Inspire and mentor a team of Graphic designers, illustrators, and juniors
- Stay abreast of industry trends, competitor brands, emerging technologies, and design best practices to keep campaigns engaging, streamlining ways of working, and using automation where possible
- Conceptualise, illustrate and design key visuals for various advertising materials, including print, eCommerce, digital, proactive pitches social media content using strategy, research and design with bold typography
- wireframe UX and design UI for websites, PWA's and apps
- Brand development and CI development
- Present and pitch creative concepts and strategy, articulating the rationale behind design choices and addressing feedback

## Work Experience (Continued)

### 2018 - 2023 : Creative Design Lead

Durban, ZA 📍

<https://rclfoods.com> : South African FMCG (Fast Moving Consumer Goods) and Milling company, employing over 20,000 people.

- Creative direction, art direction, graphic design for FMCG
- Present concepts and presentations to marketing, HR, internal comms team, brand managers, sales & customer executives for 20 leading South African brands
- Branding concept, roll-out & execution
- Collaborate with external advertising agencies, suppliers, printers, and freelance network
- Brief & project manage art direct photographers, animators, videographers, copywriters, stylists, web developers
- Encourage new technologies and trends to grow 20 brands
- Blue Sky concept design for product development & packaging
- PWA UI & UX design, planning, wireframes

### 2012 - 2017 : Co-Founder / Creative Director

Durban, ZA 📍

<https://www.instagram.com/electrikdesign> : Personal advertising agency servicing predominately SME's Education and Hospitality.

- Lead, innovate, disrupt
- Creative direction, art direction, graphic design
- Manage studio, finances and 8 staff
- Branding concept, roll-out & execution
- Educate, inspire, and mentor staff & interns
- Collaborate with external advertising agencies, suppliers, printers, freelance network
- Brief & project manage art direct photographers, animators, videographers, copywriters, stylists, web developers
- Branding & web development for global, fin-tech, hospitality, and government businesses
- Social media marketing, photography, ideograph, & motion graphics for art direction on international brands
- PWA UI & UX Design, planning, wire frames
- Bespoke eCommerce solutions for brands based in Belgium, US, Australia, South Africa, USA and the UK

### 2010 - 2012 : Mid-Weight Graphic Designer

Durban, ZA 📍

<https://wisdomandyouth.co.za> : Founded in 2009, Wisdom and Youth is a community of curious minds that live to conceptualise, collaborate and create awesome ideas for brands.

- Key accounts: Mr Price Home & Mr Price Sport
- Digital, print, online advertising, retail window displays
- Catalogues and brochures
- Brainstorm with copywriting team, present work to client
- Head of repro for Mr Price Home artwork
- Assistant to art director and creative director
- Art director assistant on photo shoots
- Hand-dawn typography for campaigns and books
- Brand development and identity
- Retouching and image editing from photo shoots

### 2009 - 2010 : Mid-Weight Graphic Designer

Durban, ZA 📍

<https://www.modernmuseum.co.za> : Branding, Strategy, Digital Advertising and digital retail advertising agency.

- Assistant to art director and creative director
- Digital, advertising, print, in-store campaigns
- Presentation design, DTP, repro
- Collaborate with external suppliers and vendors
- Brainstorm with copywriting team
- Present work to clients with creative director and account executives
- Hand-dawn typography for campaigns and books

### 2006 - 2009 : Junior Graphic Designer

Oxford, UK 📍

<https://www.printinco.co.uk> : Oxford-based print and design studio.

- Graphic design for print
- Branding concept and execution
- Client facing
- Account management and design of hotel chain & UK infrastructure support service provider (AMEY)
- Managed Oxford branch
- DTP repro work and printing of litho, large format and digital mediums

### 2004 - 2006 : Reach Truck driver

Oxford, UK 📍

<https://www.unipart.com> : Unipart delivers supply chain solutions and performance improvement technologies globally.

### 2002-2004 : Junior Graphic Designer

Durban, ZA 📍

iTalk Cellular was a multi-network service provider for mobile communication.

- Concept and graphic design for print campaigns
- Branding
- Internal agency in corporate head office
- Liaised with printers and suppliers
- DTP repro work and printing
- Assist Creative Director
- Print and Online marketing and advertising

## Education

### Digital diploma - graphic design & DTP

Hirt & Carter Group / 2001 - 2002

Durban, ZA 📍

- First of class (A+)
- Featured in FROST\* Design Magazine

### Matric GCSE Exemption

Westville Boys High School / 1996 - 2000

Durban, ZA 📍

- (A) in Art
- (B) in English