

HAYLEY COETSER CURRICULUM VITAE

CONTACT DETAILS



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A LITTLE BIT ABOUT ME

- Proficient in Adobe software including Photoshop, Illustrator, InDesign, Dreamweaver, Animate, Xd and Wordpress
- Friendly, loyal and hardworking
- Fastidious attention to detail
- Critical thinker
- Professional and ethical conduct
- Collaborative and trustworthy
- Exceptional customer service
- Reliable and resourceful
- Organised and able to prioritize
- Multi-tasker
- Tech Savvy
- Excellent time management

They say if you do what you love, you never work a day in your life... I don't consider what I do work... every day is filled with a new creative challenge which I love throwing myself into to produce the best possible result. I consistently strive to deliver first-rate services... If you can think it, I can create it!

SECONDARY EDUCATION

Ridge Park College – (1990 – 1995)
Matriculated with exemption
Subjects
English HG
Afrikaans HG
Mathematics SG
Biology HG
History HG
Home economics HG

TERTIARY EDUCATION

Leadership Bursary to Damelin/
Unisa (1996 – 1998)
BA Degree
Subjects

Psychology 1 & 2
Sociology 1 & 2
Communications 1 & 2
Communication Law 1

Hirt & Carter (2000)
Diploma in Desk Top Publishing (80%)

Digital Digital Design College (2018)
User Experience Design, WordPress,
Adobe Animate, Adobe Dreamweaver,
Mobi App Development, Web Design
Process & SEO.

REFERENCES

Bramprint
Bruce Meihlon +27 31 702 2323

Sylko
Kerry Campbell +27 82 415 5018

Paton Tupper
Rory Morrison +27 31 583 3279

WORK EXPERIENCE

Currently to date I have 18 YEARS EXPERIENCE in the design, print and media industry.

Paton Tupper: July 2007 – present
Senior Graphic Designer

Paton Tupper is all about superior design. I work with a team who are passionate, talented and inspired about making any brand come to life by way of print and multimedia. With over 50 years in the business, Paton Tupper have a wealth of experience that is completely at their clients' disposal. I have been fortunate to work with some of the biggest brands in the country.

My key responsibilities at the agency involves initial concepts, packaging, brand activation, consumer promotions, in-store point of sale, logos design, corporate identities and communication, advertising, pitch presentations, liaising with clients, social media content and finished art.

Just some of our client base: RCL, Coke, Foodcorp, Unilever, Tiger Brands, Spar, Wits University, General Mills, Times Media, National Brands and South African Breweries. **www.patontupper.co.za**

Sylko/Sylkard: Sep 2003 – June 2007
Senior Graphic Designer

As the lead designer for Sylkards Greeting cards and Luxury Gift Wrap, I was responsible for conceptualizing, design, repro, point of sale and advertising of our product and overseeing team projects. **<http://www.sylko.co.za>**

Photographix: 2002 – 2003
Graphic Designer

2 man business: the owner and myself. Client base such as Securco, Tommibar, Defy, Voodoo Lounge, Image Libraries.etc.

Worked at Bramprint: 2001 – 2002
Graphic Designer

Printing company whose client's were largely estate agencies, RNYC, and other small-scale companies wanting corporate ID's and advertising done.