



Senior Brand Designer
Terri Harford
2026



Apps & Skills



Photoshop | Illustrator | InDesign | Express | Acrobat | Firefly | CapCut



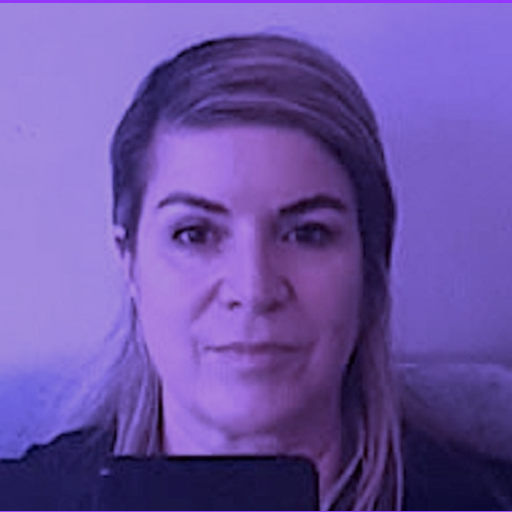
Microsoft Word | PowerPoint | Excel | Outlook | MStTeams



Copywriting | Digital Photography | Social Media Design | Sketching



Figma | Wordpress | Canva | Keynote | Midjourney | Google Slides | Slack | Runway



About

Name Terri Harford | **ID** 7204190092081 | **DOB** 19.04.1972

Location Constantia Kloof, Wilderness, Garden Route, SA

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Nationality South African & British (English-speaking)



Manifesto

To leverage visual communications by delivering commercially valuable brand stories that strengthen brand equity, enhance clarity and create seamless, meaningful consumer experiences.



Qualifications

- **Degree | BA (Hons) Psychology**
University of South Africa | SA
Completed: 2022
- **Degree | BA Fine Art & Graphic Design**
University of Cape Town | SA
Completed: 2006
- **Diploma in Advertising**
AAA School of Advertising | SA
Copywriting & Graphic Design
Completed: 1990
- **Course Certificate**
BioMastery for Business | SA
Mindful-based Business Course
- **Completed:** 2021



Big ideas are usually simple ideas.

Ogilvy

Current Work Experience

Freelance Design

Senior Contract Designer | Aug 2025 – Current 2026
Various Assignments

Currently working on various freelance design projects including, but not limited to:

- PowerPoint deck design
- Corporate Identity | branding | logo design
- Business cards & letterheads
- Lead magnet designs & copywriting
- Illustration | Vector assets for animation
- Social media ads, posts & content design
- Website design & updating
- Email design

** Current design work includes pitch work and presentation design for various companies on a consulting level.*

Previous Work Experience

LSEG

Brand Designer (Remote | Contract) | May 2025 – Aug 2025

London Stock Exchange Group (LSEG) | SA & UK

Worked as a remote **Brand Designer** delivering brand kits for LSEG including the implementation of global brand assets across Adobe Express, Adobe Creative Suites, Canva, and Figma, building both digital and print design libraries for international marketing teams which included 3D large-scale experiential design used for live exhibition environments. These libraries enabled rapid self-serve production for social media campaigns, digital signage, PowerPoint presentations, reports, web and SharePoint banners, mobile and multimedia interfaces, broadcast assets, and a full suite of corporate collateral for both internal and external communications. Ensured consistent brand integrity, accessibility and security compliance, and commercial effectiveness across multiple regions and touchpoints.

- Brand systems & brand kits
- Social media content design
- Template-based marketing libraries (digital assets)
- PowerPoint deck design
- Presentation design (internal communications)
- MSWord brochure design
- 3D Exhibition global assets | digital & print
- Website content design
- Corporate communications
- Digital & print advertising (external communications)



Presentation & Pitch Deck Designer (Remote | Contract) | Nov 2024 – May 2025

Chapter 2 Talent Acquisition Agency | UK & SA

Served as a remote contract **Presentation and Pitch Deck Designer**, creating high-level PowerPoint and MS Word decks, including competitor analyses, for international clients. Developed clear and compelling visual narratives through strategic image selection, typography, iconography, and data-driven infographics. Collaborated with cross-border teams and participated in international client meetings, consistently delivering high-quality presentations under tight turnaround conditions.



Brand Designer (Remote | Contract) | Jan 2023 – May 2023

PURE Creative Branding Agency | Cape Town

Worked as contract **Brand Designer** for Corporate Identity Development and full visual rollout for Kanga Finance, a subsidiary of Pepkor Holdings. Authored copy for the Kanga Finance brand guidelines and brand strategy, ensuring clarity and consistency. Delivered a comprehensive suite of brand applications, including: vehicle branding, billboards, print advertising, in-store kiosks, image libraries, PowerPoint and MS Word presentations, digital assets, signage, clothing, letterheads, business cards, and web-based collateral.



e-Learning & Communications Designer (Remote | Contract) | Jan 2021 – Dec 2022
Empanda (Pty) Ltd | SA – Pick n Pay Retail | UNGC (United Nations Global Compact)

Pick n Pay

Worked as a remote **e-Learning and Communications Designer**, producing animations, motion graphics, and visual assets for PowerPoint presentations, onboarding programmes, staff education guides, and e-Learning initiatives for Pick n Pay Retail. Developed reusable visual asset libraries to support scalable learning and communication solutions.



For the UNGC, designed print and digital communications, including brochures, presentations, and infographics, ensuring brand cohesion, precision, and stakeholder alignment within a consulting-led environment.



Senior Brand Designer & Copywriter (Remote | Contract) | Feb 2014 – Dec 2020

TouchDreams Digital Design Studio | Cape Town

Served as **Senior Brand Designer** and **Copywriter**, delivering corporate identity, digital illustration, content creation, and website design for premium international and South African clients. Notable clients included Carducci, Nomanini Fintech (Germany), and Cape Quarter Lifestyle Centre (Cape Town), with work spanning branding, digital campaigns, and integrated visual communication projects.



Senior Graphic Designer (Full Time | On-site) | Jan 2012 – Feb 2014

Carrick Wealth Management Services | Cape Town

Worked as a **Senior Graphic Designer**, leading corporate identity and presentation design for a financial offshore investment brand. Designed sales brochures, digital banners and assets, PowerPoint presentations, website collateral, and large-format print materials for outdoor events, ensuring cohesive brand communication across all touchpoints.



Contract Graphic Designer (Contract | On-Site) | 2009 – 2010

Hotel Nevai Experimental Chalet | Switzerland

Served as **Contract Graphic Designer**, developing corporate identity, copywriting, and visual assets for a luxury alpine spa in Switzerland. Delivered design solutions aligned with high-end hospitality branding standards, ensuring a premium guest experience through cohesive, sophisticated visual communication. This role honed skills in brand storytelling, attention to detail, and creating designs that resonate with discerning international audiences – key strengths applicable to high-level branding and marketing projects.



Senior Designer (Contract | On-Site) | 2008 – 2009

House Marketing | London

Worked as a **Senior Designer**, leading campaign development, copywriting, and corporate identity design for luxury UK property developments and Red Sea resort destinations, including Ancient Sands Resort in El Gouna, Egypt. Crafted advertising copy for Egerton Roche, a UK-based luxury property group, and developed brand aesthetics through floorplans, illustrated maps, and visual assets. This role strengthened expertise in high-end brand storytelling, integrated marketing design, and delivering premium client experiences across international markets.



Senior Graphic Designer (Permanent | On-Site) | 2007 – 2008

TLC Marketing Worldwide | Cape Town

Worked as **Senior Graphic Designer**, leading pitch and presentation design for international business acquisition. Developed integrated marketing collateral and visual concept boards for blue-chip financial, telecommunications, and hospitality clients across the EU and UK, including Lloyds Bank, Orange Telecommunications, Cell C, MTN, Canon, HSBC, Deutsche Bank, Credit Suisse, and Yogurette. Delivered cohesive brand communication materials and packaging that aligned with client objectives and international standards, strengthening expertise in high-level visual storytelling and client-facing design.



Brand Ambassador & Creative Team Leader (Permanent | Hybrid) | 1999 – 2007

Holotropic (Pty) Ltd | Cape Town

Served as **Creative Team Lead** for a premium organic supplement brand with over 100 products, managing the design and delivery of branding, packaging, advertising, in-store promotional materials, and photography. Oversaw adherence to brand guidelines, strategy, and positioning across global retail outlets, ensuring consistent and impactful brand experiences. Led a creative team to produce high-quality, visually compelling materials that reinforced the brand's premium identity and market presence.

IPC

Deputy Art Director (Permanent | On-Site) | 1995 – 1999

IPC Magazines (now Future Plc) | London

Worked as **Deputy Art Director** in publishing, managing visual design for weekly consumer magazines. Operated within high-volume publishing cycles, delivering designs with speed, consistency, and strong editorial judgement. Collaborated closely with editorial teams to maintain brand identity and enhance reader engagement through compelling visual layouts.



Graphic Designer (Permanent | On-Site) | 1990 – 1994

Hunt Lascaris TBWA | Johannesburg

Began professional design career at one of Africa's leading global advertising agencies, creating print advertising exclusively for international clients including BMW and Qantas Airlines. Gained foundational experience in high-end brand communication, visual storytelling, and client-focused design within a fast-paced, professional advertising environment.