

Marcelle Louw

ILLUSTRATION & DESIGN



Jan 2015 – Currently

CO-FOUNDER OF *THE COLOUR JAR*

Conceptualise, design & illustrate

Producing social media content

Liasing with printers regarding
deadlines and paper stock choices

Creating new content and
illustrations for clients

Responsible for accounting,
bookkeeping and invoicing

Forecasting of sale figures, managing
and planning stock replenishment

July 2007 – Nov 2014

FREELANCING

Art Director of *Stuff* magazine

Art Director of *Insight* magazine
(bi-monthly publication for Pastel)

Design and illustrate *Mail & Guardian*
supplements (2010 – 2013 editions,
such as *Book of South African Women*
and *200 Young South Africans*)

July 2007 – Jan 2008

ART DIRECTOR – *DAILY MAVERICK*

Design the printed magazine *Maverick*
(today known as the digital *Daily Maverick*)

Design of *Empire*, a bi-monthly media publication

July 2005 – Sept 2006

ART DIRECTOR – *TENAKA DESIGN*

Managing magazine publishing division
(*Mafube Publishing*)

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📷 [instagram.com/thecolourjar](https://www.instagram.com/thecolourjar)

🌐 www.linkedin.com/in/marcelle-louw-097917178/

Curate the overall creative vision on the following
magazine titles: *Sawubona*, *New Homes*,
Retosa, *Zorgvliet*, *Eccense of Africa* and
By the Way (*SANROL*)

Design overhaul on all the magazine titles

Setting up design guides and stylesheets
for the different studios

Managed, mentored and trained designers

Managed traffic control and production

Performed part of managing team, strategising
on existing and new products

Sept 1999 – June 2005

TO ART DIRECTOR – *RAMSAY SON & PARKER PUBLISHERS* (started as Junior Designer)

Design editorial pages and travel supplements
for *Getaway* magazine

Planning and styling cover shoots

Illustrated watercolour maps and graphics

Studio management

Design marketing material for *Getaway*
Show and *Getaway Travel* division

Feb 1998 – Aug 1998

JUNIOR ILLUSTRATOR – *BRIAN HENDRICKS AGENCY*

Created children's illustrations

1995 – 1997

NATIONAL DIPLOMA IN GRAPHIC DESIGN – *CAPE TECHNIKON*