

Josh Sowter

Graphic & UI Designer

www.opposite.co.za

josh@opposite.co.za

+27 82.8677.655



Over my 16-year career I've learnt how to breathe new life into brands through reshaping client stories using research, ideas, strategy and execution.

I use functional designs and campaigns to problem-solve in both digital and print media.

Skills Summary

Leadership

As a Creative Director, I've overseen the creative process and given guidance to designers, client services and clients alike. In this role I've learnt strategic and problem-solving skills, managing people, keeping an eye on the latest design trends, presenting and selling my work internally / externally, fluid communication and organisational expertise.

Openness

Throughout my career I've learnt that being open is of fundamental importance. I'm always looking to try new things from different angles. Being open and bold enough to put my work on the line has taught me a great deal. Receiving criticism after putting in a lot of effort is not always easy, but is of vital importance for improving and growing my projects to be better and more effective.

Problem-Solving

This has been a big part of who I am as a designer, and is almost always inherent to the projects I work on. Thinking ahead using consistent strategic design actively averts future hiccups and keeps things consistent during the design phase of projects and campaigns I apply myself to.

Dependability

With deadlines flying over left and right, being reliable is something I pride myself in. Clients don't only want talent, they want accountability and to know they can count on you. Managing the clients needs and making them feel they can rely on me, knowing I can problem-solve their issues and deliver strategic vision consistently is a key skill I've developed throughout my career.

Technical

Adobe Photoshop -----
Adobe Illustrator -----
Adobe Indesign -----
Adobe XD -----
Adobe Acrobat -----
WordPress & Elementor -----

Knowledge

✓ Strategic Brand Design
✓ User Interface Design
✓ Packaging Design
✓ Typographical Design
✓ Strategic Logo Design

Strengths

Creative Direction | Presenting | Selling Ideas | Team Player
Constructive Criticism | Planning | Communication
Graphic Design | Attention to Detail

Work Experience

- 2017 - Now ● **Freelance Designer**
Strategic Branding & User Interface Design.
Clients: Crew New (Freelance Portal), BeMore (Mind, Body & Spirit Market Place), Date Swiper (Dating App) Heavy Bag Pro (Training App), Digitall Conversational UI Solutions, Portivity, The Arniston Spa Hotel, Life Assay, Saffron frameworks.
- 2014 - 2017 ● **Red Crown** | Co Partner and Creative Director
Strategic Branding, Packaging Design & User Interface Design.
Clients: Sea Harvest, Duram, Ceres Fruit Juice, Jawitz.
- 2012 - 2014 ● **6am Media** | Founding Partner and Creative Director
Strategic Branding & User Interface Design.
Clients: Flexifoil Kite-surfing International, The Arniston Spa Hotel, RSR Nürburg.
- 2008 - 2012 ● **Freelance Designer**
Strategic Branding & Packaging Design.
Clients: Design Alliance (Remington), Flexifoil International Kite-surf Brand.
- 2005 - 2008 ● **Liquid Lab** | Mid - Snr Designer
Strategic Packaging & Branding.
Managing the Junior Designers.
- 2004 - 2005 ● **Prolimit** | Jnr - Mid Designer
Graphical Product Design & Development.
Prolimit is an International Kite-surf Brand.
- 2003 - 2004 ● **Liquid Lab** | Jnr Designer

2003 ● **AAA School of Advertising**
3 Year Diploma in Visual Communications, Specialising in Graphic Design. Graduated with Merit.

1997 ● **Boston House College**
Matric Qualification (Equivalent of Sixth Form Certificate).