

# MELISSA GRUNDLINGH

SENIOR ART DIRECTOR

## PROFILE

I graduated with an honours degree in both Graphic Design and Corporate Communication studies. I currently apply my trade as an Art Direction Group Head at one of South Africa's largest, international advertising agencies, TBWA Hunt Lascaris. I truly love nothing more than problem-solving, winning awards and making great work.



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## SKILLS

### EDUCATION

**Degree: Communication Studies**  
North-West University, Potchefstroom  
2003-2006

**Degree: Graphic Design**  
North-West University, Potchefstroom  
2004-2007

**Honours degree: Corporate Communication and Graphic Design**  
North-West University, Potchefstroom  
2008-2009

Illustrator



InDesign



Photoshop



Dreamweaver



PowerPoint



Keynote



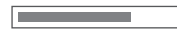
HTML



After Effects



Lightroom



Premiere Pro



Adobe XD



### EXPERTISE

Print and Digital Design

Social Media

Packaging Design

Conceptualising | Problem-solving

Interactive Media

UX | UI design

Photography

HTML | Animation

Corporate Identity

## EXPERIENCE

### JUNIOR GRAPHIC DESIGN

I started working as a junior graphic designer, focusing on typography, layouts, brochures, posters, corporate identity and logo design. The agency focused on internal marketing, improving business communications and employee engagement.

ACTUATE

Internal communications and CI design

2010 - 2012

### MID GRAPHIC DESIGN

I was initially hired as a CI specialist for a telecommunications company. My scope of work evolved to include more intricate design jobs for various clients for their above-the-line campaigns, including international clients, such as Nestlé, Ford and Unilever.

JWT SOUTH AFRICA

Graphic design and CI development

2012 - 2013

## EXPERIENCE

### MID - SENIOR GRAPHIC DESIGNER | ART DIRECTOR

At DDB, I focused more on Art Direction and advertising. I was involved in conceptualising 360° campaigns, shoots and managing junior creatives. It was here that I won my first international awards (in print, digital and even writing for radio). I also managed corporate clients and was responsible for large brand campaigns that had to meet set targets and objectives.

**DDB SOUTH AFRICA**  
Designer  
Senior Art Director  
2013 - 2017

### SENIOR ART DIRECTOR

As a senior Art Director at TBWA, I'm responsible for the execution and on-time delivery of high quality above the line and digital creative campaigns. I have mid- and entry-level designers reporting to me that execute projects that's assigned to me. My focus is on solving problems so it fits into a strategic product plan created specifically for each client, as well as the day-to-day operations of all my projects.

**TBWA SOUTH AFRICA**  
Digital Designer  
Senior Art Director  
2017 - Current

### ADDITIONAL COURSES

**Vega School of Brand Leadership**  
Introduction to web design

**AAA School of Advertising**  
Adobe After Effects for Film Special Effects  
and Post Production

### REFERENCES

Kam Naidoo Creative Director Actuate  
+27 83 988 9846

Liam Wielopolski Chief Creative Officer DDB Dublin  
+27 83 268 2773

Paul Strappini Executive Creative Director JWT Cape Town  
+27 83 722 7189

### JUDGING

**Judge: Ad of the month: Creative Circle**  
Between the months of Feb and June

### ACKNOWLEDGEMENTS

Art Director of the year - Creative Circle part of the Loeries  
2016 - 6th place

Art Director of the year - Creative Circle part of the Loeries  
2018 - 8th place

Art Director of the year - Creative Circle part of the Loeries  
2019 - 2nd place

## AWARDS

### DATE: AWARD & AWARD SHOW

### CAMPAIGN

2012 Silver: Loeries Award  
2013 Gold: Loeries Award  
2015 Second place: Ad of the month  
2015 Second place: Ad of the month  
2016 Creative Circle: Ad of the month  
2016 Gold: New Generation award  
2016 2 x Gold: African Cristal awards  
2016 Bronze: African Cristal awards  
2016 Gold: Loeries Award  
2016 Gold: Loeries Award  
2016 Silver: Loeries Award  
2016 Bronze: **CANNES** Lion Festival  
2016 Bronze: **CANNES** Lion Festival  
2016 2 x Bronze: **London International**

One school at a time: Direct - Communication design  
Actaute: Design - Book  
Honda: Genuine parts print ad  
Levingers: As good as new print ad  
Glad: Instaglad Instagram campaign  
Glad: Instaglad Instagram campaign  
Glad: Instaglad Instagram campaign  
Skittles: Psychic radio campaign  
Orbit/Wrigley gum: Illustration  
Orbit/Wrigley gum: Craft  
SANBS Sit down: Poster design  
Skittles: Psychic radio campaign  
Skittles Psychic: Writing  
Skittles Psychic radio campaign

## AWARDS

### DATE: AWARD & AWARD SHOW

### CAMPAIGN

2016	Bronze: European Critisal	Skittles Psychic radio campaign
2016	2 x Finalists: <b>Clio</b>	Skittles Psychic radio campaign
2017	3 x Shortlist: <b>One Club/One Show</b>	Skittles Psychic/genie radio campaign
2017	Gold: Loeries Award	Gender equality HeforShe campaign
2017	Silver: Loeries Award	Honda: Genuine parts online and print ads
2018	1st place: Ad of the month	Gender equality HeforShe campaign
2018	Merit: <b>One Club/One Show</b>	Gender equality HeforShe campaign
2018	1st place: Ad of the month	Apartheid museum: Past & Present print
2018	2nd place: Ad of the month	Apartheid museum: Past & Present radio
2018	Silver: <b>CANNES</b> Lion Festival	Gender equality HeforShe campaign
2018	Silver: Loeries Award	Past and Present Print Campaign
2018	Gold: Loeries Award	Past and Present Radio Campaign
2019	Bronze: <b>CANNES</b> Lion Festival	Town Lodge Real Cost Radio - Social Behaviour & Cultural Insights
2019	Silver: <b>CANNES</b> Lion Festival	Town Lodge Real Cost Radio Campaign - Travel
2019	Gold: <b>CANNES</b> Lion Festival	Town Lodge Real Cost Radio Campaign - Script writing
2019	Grand Prix: Loeries Award	Town Lodge The Real Cost Campaign: Internet & Mobile audio
2019	Craft Gold: Loerie Award	Town Lodge The Real Cost Campaign: Direct
2019	Craft Gold: Loerie Award	Town Lodge The Real Cost Campaign: Performance/writing - English
2019	Craft Gold: Loerie Award	Town Lodge The Real Cost Campaign: Performance/writing - Zulu
2019	Craft Gold: Loerie Award	Town Lodge The Real Cost Campaign: Radio & Audio
2019	Prestigious Umpetwa: Pendorings	Town Lodge The Real Cost: Zulu: Radio & Audio
2019	Craft Gold: Pendorings	Town Lodge The Real Cost: Zulu: Original Music and Sound design
2019	Craft Gold: Pendorings	Town Lodge The Real Cost: Zulu: Performance
2019	Craft Gold: Pendorings	Town Lodge The Real Cost: Zulu: Radio & Audio
2019	3rd place: Ad of the month	Joburg Ballet: In Rehearsal for Unbound: Film
2019	2nd place: Ad of the month	Joburg Ballet: In Rehearsal for Unbound: Digital and Interactive
2019	1st place: Ad of the month	Town Lodge The Real Cost: Zulu: Radio: English campaign
2019	2nd place: Ad of the month	Town Lodge The Real Cost: Zulu: Radio: UmZulu campaign
2019	1st place: Ad of the year	Town Lodge The Real Cost: Zulu: Radio: Radio and Audio campaign
2019	1st place: Ad of the year	Joburg Ballet: In Rehearsal for Unbound: Film
2020	Gold: Bookmarks Awards	Joburg Ballet: In Rehearsal for Unbound: Digital Strategy
2020	Silver: Bookmarks Awards	Joburg Ballet: In Rehearsal for Unbound: Digital Integrated Campaign
2020	Bronze: Bookmarks Awards	Joburg Ballet: In Rehearsal for Unbound: Online video series
2020	Silver: Bookmarks Awards	Joburg Ballet: In Rehearsal for Unbound: Innovative use of media
2020	Craft Bronze: Bookmarks Awards	Joburg Ballet: In Rehearsal for Unbound: Excellence in strategy
2020	Craft Bronze: Bookmarks Awards	Joburg Ballet: In Rehearsal for Unbound: Excellence in online video production
2020	Silver: <b>One Club/One Show</b>	The Real Cost of Being UmZulu: Radio & Audio: Craft / Writing - Campaign
2020	Silver: <b>One Club/One Show</b>	The Real Cost of Being UmZulu: Radio & Audio: Broadcast / Campaign
2020	Bronze: <b>One Club/One Show</b>	The Real Cost of Being UmZulu: Radio & Audio: Custom Content
2020	Bronze: <b>One Club/One Show</b>	The Real Cost: Radio & Audio: Craft / Writing - Campaign
2020	Bronze: <b>One Club/One Show</b>	The Real Cost: Radio & Audio: Broadcast / Campaign
2020	Merit: <b>One Club/One Show</b>	The Real Cost: Craft / Use of Music: Custom Content
2020	Merit: <b>One Club/One Show</b>	Joburg Ballet: In Rehearsal for Unbound: Interactive and online: Native Ads
2020	Wood Pencil: <b>D&amp;AD</b>	The Real Cost: Radio & Audio: Radio Advertising Campaigns
2020	Wood Pencil: <b>D&amp;AD</b>	The Real Cost: Radio & Audio: Writing for Radio & Audio
2020	Shortlist: <b>D&amp;AD</b>	The Real Cost: Radio & Audio: Pleasure Cave: Radio Adverts over 30 seconds
2020	Shortlist: <b>D&amp;AD</b>	The Real Cost: Radio & Audio: Night weeping: Radio Adverts over 30 seconds
2020	Wood Pencil: <b>D&amp;AD</b>	The Real Cost: UmZulu: Radio & Audio: Radio Advertising Campaigns