

## PIETER DE GROOT

I consider myself to be a hard working, enthusiastic young professional, interested in art, fashion and design. I believe I can utilise and expand my creative, visual and conceptual ability in a dynamic work environment.

### Contacts

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W14 0PY

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W: www.pieterdegroot.com

### Qualification

The Voice Clinic,  
Completed course in effective communication

AAA school of advertising,  
Diploma in visual communications

City Varsity,  
Advanced diploma in multi media design

Varsity College,  
Diploma in business computing

### References

Jenny Ehlers - Creative Director, King James RSVP  
T: +27 21 465 3511

Chloë Buckland - Production Manager, Truworths  
T: +27 21 4607911

John Pace - Creative Director, At Pace  
T: +27 21 794 0860

Nina van Reenen - Creative Director, Room 13  
T: +27 21 425 4469

## Work History

**UK PROJECTS** Feb. 2009 - Present

**COS,** Autumn/Winter 2009 & Spring/Summer 2010  
Lookbook illustrations for this progressive new Swedish brand based in London

**TUC,** Posters, invites and print for Pride event

**LGBTQ,** Print communication for seminars

**TRUWORTHS** Aug. 2006 - Jul. 2008

Designer within the Corporate Image Department of a large fashion retailer - an in house multi brand design studio servicing various Truworths brands.

#### Responsible for:

Brand Identity, advertising campaigns, catalogues and other promotional campaigns, store concepts, display concepts, art direction on shoots, repro & DTP

**STIAAN LOUW** Aug. 2005 - Aug. 2007

Collaborated with designer Stiaan Louw on three of his Cape Town fashion week shows and other seasonal communications. Worked closely with Stiaan in translating his concepts and themes into a visual language.

#### Responsible for:

Corporate ID, textile prints, audio visual, catalogues & invites

**ROOM 13** Dec. 2005 - Jul. 2006

Designer within a specialised Boutique Design studio.

#### Responsible for:

Corporate ID, brochures and other promotional material, wine & spirit labels, web design, repro

**JOHN PACE DESIGN** Apr. 2005 - Nov. 2005

Designer within a specialised Boutique Design studio.

#### Responsible for:

Corporate ID, promotional material, book design and layout, wine labels and packaging

## Internships

Nov. 2004 - March 2005

**KING JAMES RSVP**

July 2004

**GO MAGAZINE**

April 2004

**VISI MAGAZINE**

Dec. 2003

**THE JUPITER DRAWING ROOM**

## Applications

- Adobe Photoshop CS 3
- Adobe Indesign CS 3
- Adobe Illustrator CS 3
- Adobe Bridge CS 3
- Adobe Acrobat Professional CS 3
- Adobe Flash CS 3 (intermediate)
- Macromedia Freehand MX
- Substantial drawing and illustration skills

## Awards

Bronze Loerie Award '08  
Communication Design

AAA top overall Creative  
Student award

AAA top overall Graphic Design  
Student award

AAA top overall Brand Campaign  
Student award

SAPPI Think Ahead award of Merit for best  
print campaign