

Darko Franic

curriculum vitae

Employment History

February 2010 - Present

The Firehouse Group - Middle Weight Art Director

June 2007 - February 2010

Creative Solutions - Senior Graphic Designer

June 2006 - May 2007

Gilbert South Africa - Senior Graphic Designer

December 2005 - May 2006

MCI - Middle Weight Graphic Designer

August 2004 - November 2005

Inscape Design College - Graphic Design Lecturer

March 2004 - May 2006

Freelance Graphic Design

Ogilvy

Ebony & Ivory

Globel-International

X marks the spot

Dextrade

RBA Construction PTY (Ltd.)

Vivid Displays & Databases CC.

Current Job Description

February 2010 - Present

The Firehouse Group - Middle Weight Art Director

The development of the ability to apply a wide scope of innovative thinking across all disciplines such as television, print, outdoor, radio, ambient etc.

Professional presentations and implementation.

The development of the ability to supply good, clear and well art directed layouts, mood boards, reference materials i.e. photographs, reels etc in good time for presentations and briefings. The development of the ability to present well conceived and scripted concepts and layouts in a professional manner both internally and externally.

The development of the ability to art direct for all television, print, outdoor, ambient etc. to exacting (local and international) standards consistently and as set by the Creative Director and required by the clients and brands.

Address: 28 Tivoli Gardens,
North Riding, Gauteng

Date of Birth: May 9th 1979

Marital Status: Single

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Phone Number: 082 542 6039

Qualifications

Vega Brand Communication School 2001 - 2003

- Bachelor of Arts Creative Brand Communications (Specialisation - Art Director)

Welkom High School Matric 1993 - 1997

- English
- Afrikaans
- Maths
- Science
- Biology
- Accounting

Additional Courses/Programs

Software:

- Photoshop CS5.5
- Illustrator CS5.5
- InDesign CS5.5
- Bridge CS5.5

Recent Career Highlights

2010 At The Firehouse Advertising I was directly involved in preparing and developing the pitch concepts which brought in the client, Arik Air. After winning the pitch I brought their Corporate Identity from a concept into reality.

2011 Thai Airways was extremely happy with our advertising as it played a pivotal role in increasing ticket sales for the airline.

Interests

Shaolin Kung-Fu, photography, typography, comedy nights and movies.

References

Rowan John - Creative Director - 082 774 6065
rowanjohn88@yahoo.com

Craig Atherfold - IR Manager - 083 718 2003
craig@thefirehouse.co.za