

# ROSANNE LEITH

## GRAPHIC DESIGNER

### PERSONAL DETAILS

Name . Rosanne Megan Leith  
Nationality . South African  
Location . Cape Town

### CONTACT DETAILS

Mobile . 083 261 1728  
Email . rosanne@iafrica.com  
Website . roseworksdesign.com

### EDUCATION

University of Cape Town  
B.A. Degree English  
1988 - 1990

### PROGRAMMES

Adobe Indesign  
Adobe Illustrator  
Adobe Photoshop  
Keynote  
Canva  
Wix Websites

I have extensive experience across printing, publishing, advertising and packaging design. My roles have spanned concept development, design, finished art and copywriting, where I blend logic with creativity to craft innovative solutions. I excel at seeing the big picture, anticipating challenges, and finding efficient paths to success. I thrive in collaborative environments and enjoy building relationships while driving projects to their best outcomes.

### WORK EXPERIENCE

**Roseworks** | Founding Member, Art Director, Graphic & Packaging Designer  
**Dec 1997 - Present**

**Responsibilities:** Brief taking, concept origination, design, copywriting, presenting concepts, finished art, production management and budget adherence.

**Work Includes:** Advertisements, Corporate Identities, Brand Design, Brochures, Print Design, Reports, Presentations, Infographics, Web Banners, Social Media, Packaging Design, Wix Websites.

**Notable Clients:** Dr. Hauschka, Amazon, Engen, Sunumbra, Pradiance Skincare, Clicks, Bramley Cosmetics, Wintergreen Sports, Virbac, CTICC, Response-Med.

**Freelancer** | Graphic Designer & Copywriter  
**Mar 1995 - Dec 1997**

**Work:** Art Direction and Copywriting for clients including Y&R, Ogilvy Mather, The Gap Advertising, and Cosmopolitan Magazine etc.

**Y&R Advertising** | DTP Finished Artist  
**Mar 1994 - Mar 1995**

**Work:** Design, photo retouching, finished art.

**Reason for Leaving:** Started my own business, freelanced back to Y&R.

**Freelancer** | Graphic Designer & Copywriter  
**Nov 1993 - Mar 1994**

**Work:** DTP, Art Direction, Copywriting for clients like Y&R Retail and Traffik Casting Agency. Got offered a full time position at Y&R.

**Kalamazoo Business Systems** | Graphic Designer & Copywriter  
**Mar 1992 - Nov 1993**

**Work:** Marketing and copywriting; designed corporate newsletters and directed a video for Apple Technologies.

**Reason for Leaving:** Sought a more creative environment.

**Cape & Transvaal Printers** | Graphic Designer, Marketing Assistant  
**Jun 1991 - Feb 1992**

**Work:** Marketing for The Beaumont Press; designed corporate invitations.

**Reason for Leaving:** Offered a position at Kalamazoo.

**Freelancer** | Wardrobe Stylist, Production Assistant  
**Nov 1990 - Jun 1991**

**Work:** Worked on TV commercials for Nedbank, Woolworths and others.



ROSEWORKS