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### SYNOPSIS

**With 20+ years in digital and print media** I know that all the flashy bullet points, complex graphs and clever phrasing in the world cannot compensate for the lack of a solid creative idea. I also know that providing an exceptional client experience is not about having all the answers but asking the right questions. It's about knowing that real inspiration come from doing homework: walking the factory floor, understanding business and industry pressures and challenges and then providing exceptional branding, design, marketing and visual communication solutions.

### ABOUT

In addition to having a comprehensive understanding of the digital ecosystem, I'm obsessed with Formula 1, classic cars, photography, and swimming. I live in Cape Town with my wife, Nicola and bulldog, Ted. I'm nomadic by nature and happy to travel for the right contract or permanent opportunity.

Birthdate: 26 February 1974

Relationship: Married

Nationality: South African

Languages: English & Afrikaans

### LEADERSHIP COMPETENCIES

- Communicating ideas to teams of designers, developers and copywriters and ensuring the seamless execution of deliverables in both mobile and desktop formats
- Inspiring a culture of honest engagement and consensus, and leading creative talent to produce work that makes aesthetic and business sense
- Demonstrating clarity, vision and decisive decision-making ability in the creative engine room while maintaining an intense pace to meet tight deadlines and last-minute requests
- Communicating and selling concepts to client, overseeing multiple client projects, and managing client expectations from concept to completion

### EDUCATION

- Qualification: Matric
- Year completed: 1992
- Institution: Benoni Technical Collage

- Qualification: Diploma in Advertising with specialisation in Art Direction
- Year completed: 1995
- Institution: AAA School of Advertising
- Achievements: Graduated with Honours

## **EXPERIENCE**

### **CREATIVE DIRECTOR / CO-OWNER 5D COMMUNICATION DESIGN**

Sep 2002 – present

- Pitching creative recommendations to new and existing clients (B2B, B2C and H2H brand communications strategies)
- Establishing creative direction for client service lines and/or products
- Managing brand creation across all platforms and developing user-centric digital, interactive and print design concepts that meet client business objectives and advance brand strategies
- Leading creative sessions to inspire the creative team (designers, developers, copywriters) to generate concepts for campaigns or projects
- Financial management, project pre-planning and budget control
- Overseeing efficient internal product processes, project schedules and systems
- Facilitating design thinking methodology training (“Design for Print”) at Novus Holdings (Paarl Media)

Reason for leaving: The landscape has changed dramatically in the last couple of years and, like most small agencies we have not been immune to economic upheaval. In the process of confronting the challenges head on, the company has transformed from a permanent office base to a more flexible and efficient working arrangement for our staff. This has increased creativity, productivity and output and has seen my business partner taking on a more hands-on role. However, I work at my best as an in situ creative director and, as much as the “living digital” decision has worked for the business, clients and the team I miss being in a bustling, collaborative workspace and I’m ready for a new challenge in a new environment.

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### **CREATIVE DIRECTOR IT CONSULTING**

Jul 2001 – Aug 2002

IT Consulting had recognised the need to provide their clients with more than IT networking and support services. I was employed to develop their digital offering from scratch. By the year 2000 ads were beginning to appear alongside search results driven by consumer interests. It spelled the necessity for moving from traditional advertising to a more integrated marketing communication approach.

Reason for leaving: The company’s IT and networking support side ran into financial difficulty. With the owner’s permission, I took on freelance work, which grew into 5D Communication Design.

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### **CREATIVE DIRECTOR ONLINE PRODUCTIONS**

Oct 1999 – Jun 2001

These were the early days of programming merging with design. Online branding space was in its infancy. My team and I were 12 strong. It was exciting to facilitate a collaboration of different perspectives – analytical back room coders working together with front-end creatives - to achieve the same end goals. I moved them all into the same space and together we achieved a number of firsts.

These included conceptualising system solutions for Ford Credit and Mazda Finance divisions to streamline the online customer experience. We worked with Young & Rubicam to co-produce campaigns for their client brands to filter into a digital environment. We also conceptualised and implemented Pick ‘n Pay’s first online shopping website.

Reason for leaving: Was offered an exciting digital start-up opportunity at Young & Rubicam’s IT company

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## WEB AND PRINT DESIGNER / ART DIRECTOR FREELANCE

Jul 1997 – Sep 1999

I was responsible for design solutions from concept to implementation for various small- to medium-sized companies. Some of the clients with which I worked are still clients today.

Reason for leaving: I shared a client with a company called Online Productions (predominantly web design and development company). Online Productions were impressed with the work I was producing and asked me to manage and grow their web design, and database development offering for them.

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## WEB DESIGNER / ART DIRECTOR TBWA HUNT LASCARIS GROUP (TOOL COMMUNICATIONS)

Mar 1996 – Jun 1997

I was responsible for conceptualising original ideas for the visual elements of various advertising campaigns. Clients included the JHI Property Group, Nampak, BMW and Wonderbra. The 1990s saw the start of browsers as we know them today but web design was fairly uncharted. I was part of a pioneering six-person team that designed and developed the first BMW South Africa website. I was also part of a two-person team that designed and developed the first JHI Property Group and Nampak websites.

Reason for leaving: To freelance for multiple agencies / to broaden my scope of skills

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## TECHNICAL SKILLS

- Adobe Creative Suite
  - UI/UX design best practice and strategy (conceptualisation to wireframing to pixels)
  - Strong understanding and knowledge of front-end and back-end development, search and social marketing
  - iWorks, Microsoft Office
  - HTML, CSS, JavaScript, jQuery, PHP, MySQL
  - MAC OS, Windows
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## INDUSTRIES

- Automotive
- Confectionary
- Construction
- Cosmetics
- Defence
- Education
- Entertainment
- Film
- Financial services
- Forestry
- Government
- Health
- Hospitality
- Information Technology
- Manufacturing
- Medical / scientific research
- Packaging
- Pharmaceutical
- Photographic
- Property
- Printing
- Public Relations
- Recruitment
- Retail
- Telecommunication
- Tourism
- Visual Arts
- Viticulture

## BRANDS

- Adventure in Egypt (Egypt)
- Almenkerk Wine Estate
- Arch Software
- Ataraxia Wines
- Arthur Kaplan Jewellery
- Big Concerts International
- BMW South Africa
- City Lodge
- Cooking Wild Safaris
- Corder Wines
- Denel (Overburg Test Range)
- Elgin Valley Tourism
- Ericsson
- Ernst & Young
- Financial Insight & Guidance
- Ford Motor Company
- FStop Location Services (UAE)
- Gauteng Shared Service Centre
- GOLD Restaurant
- Grand Tellumat Manufacturing
- Hippo Boutique Hotel
- JHI Property Group
- Keypad Properties LLP (UK)
- La Creuzette (France)
- Louis Jansen van Vuuren
- Mazda Finance
- MDA Mzantsi
- Microsoft
- Mitchell du Plessis Projects
- Mofam River Lodge
- MTN Banking
- Music Exchange
- Nampak
- Novus Holdings (Paarl Media)
- Peregrine Farm Stall
- Pick 'n Pay
- Prins & Prins Diamonds
- Quorus Biotech
- Sasfin
- South African Revenue Service
- South Hill Vineyards
- Standard Bank
- Synexa Life Sciences
- Telkom
- Tellumat
- Cape Country Meander
- The Dunes at Arniston
- Theewaterskloof Municipality
- The Pebbles Project
- Thistle QA
- Topstones
- Villa Nikh (Greece)
- Volvo South Africa
- Western Cape Property Development Forum
- Wiphold
- Wonder Bra