



INTERESTS



EDUCATION

2013

AAA School of Advertising

Graphic Design
(Illustrator, InDesign)

2013

Basic Photography Course

2019

Various online Courses (LinkedIn)

Illustration, marketing,
Procreate

2022

Usui Master Reiki course

2023-2025

Word Press Basic course.

Current Studies

Premier Pro, After Effects,
Ai integration

JAYDE KRUL

GRAPHIC DESIGNER

JUNIOR ILLUSTRATOR

TREE HUGGER

I am an organised, creative and highly efficient Packaging and Brand Design Graphic Designer who is capable of producing and delivering online content, packaging design, print design, as well as corporate identities that drives recognition and engagement from targeted audiences. I work well under pressure and am self motivated.

EMPLOYMENT HISTORY

2023/10 - Current

In-house Digital Designer / Freelance Design

Company - Emergence Human Capital - Permanent.

- Corporate identity (Rebranding, logos, business stationery - print and digital, branding)
- Brand specific stationary (PowerPoint templates, Letterheads, business cards, coferencing stationary)
- Digital design (emailers, web design, banners, popups, infographics)
- Illustration
- Training Videos (Content creation, Motion and Video editing)

Company - The Biltong Factory - Freelance

- Brand development
- Conceptualization of brand names and logo design
- Expertise in UI design
- Packaging Design for two brands
- Brand revitalization, including logo, website and packaging updates

2019/10 - Current

Freelance Graphic Designer & Illustrator

Various companies main clients being Curves EU, 99c, Ebotse Trading, The Biltong Company (UK)

Duties

- Corporate identity (Re-branding, logos, business stationery, online elements)
- Packaging design - Labels, carton boxes, can designs, lid designs, various pouch designs
- Digital set up and content (Social Media, Web design, UI Design)
- Illustration (Kids books, design elements)
- Point of Sale print and digital advertising

2018/09 -2019/09

Artwork Production Specialist

Company - Unilever Europe

Duties

- Understand the artwork process, roles and responsibilities, to fit this into the innovation project management process.
- Collaborate with marketing and design agencies
- Set-up and run preproduction meetings
- Work with marketing to ensure visibility on artwork cost and spend, -and the cost of printed packaging is optimized E.g. print process, number of colours etc.
- Pro actively manage issues if/as they arise
- Create and manage projects in the internal artwork management system
- Approve color reliable proofs and color standards (1st press pass)

2016/08 -2018/07

Senior Graphic Designer

Company - Home of Living Brands

Duties

- Plan, develop and implement design on printed adverts, Point of sale, Booklets, Recipe cards, New Packaging Designs
- Design and implement digital advertising images. Facebook, Instagram, linked in and website banners
- Manage, brief and guide the junior and freelance Graphic designers
- Manage all products sent to photography
- Post Production on product photography. Logo placement and deep etching
- Design business cards, new company templates such as PowerPoint templates, letterheads etc.
- Guide marketing teams on design for new products

ILLUSTRATOR

PHOTOSHOP

INDESIGN

MICROSOFT 365

PROCREATE

WORDPRESS

AFTER EFFECTS

PREMIERE PRO



Cell - +27 79 498 1484



Portfolio - <https://jaydiekrul.wixsite.com/apeiceofme>



Email - jaydiekrul@gmail.com