



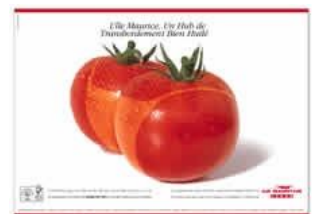
**CURRICULUM VITAE - GEOFFREY PETER LOUW**

DATE OF BIRTH:  
24-08-1969

CITIZENSHIP:  
South African

EDUCATION:  
Matriculated - Westville Boy's High - Academic Colours (1987)  
Graphic Design Bridging Diploma - Natal Technikon (1991)  
Graphic Design Diploma - Inscape Design College (1992)

INTERESTS & HOBBIES:  
Art (drawing & painting)  
Travel & Camping  
Golf



**WORK HISTORY**

**1993 - 94: J WALTER THOMPSON (Johannesburg)**

Position: Visualiser  
Responsibilities: Rendering visuals for TV commercials & print ads; layout and design.  
Accounts: Ford, Kelloggs, Telkom, De Beers, Kahlua & others.

**1994 - 96: PARTNERSHIP / FOOTE, CONE & BELDING (Johannesburg)**

'94-'95 : Position: Visualiser  
Responsibilities: Rendering visuals for TV commercials & print ads; concepts, layouts and design.

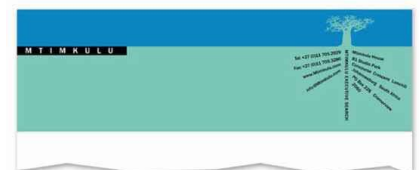


'95-'96 : Position: Art Director  
Responsibilities: Conceptualising and overseeing the production of TV commercials and print ads, Graphic Design.  
Accounts: British Airways, Qantas, Cadbury's, SAB (Castle Lager, Castle Lite), Rhone-Poulenc Rohrer (Essentiale), Air Namibia, Firestone, Bic, Rainbow Chicken, Nestle, Yamaha.



**1996 - 97: OGILVY & MATHER MAURITIUS**

Position: Art Director  
Responsibilities: Conceptualising and overseeing the production of TV commercials and print ads, Graphic Design; Overseeing the Creative Department, motivating a team of designers.  
Accounts: Air Mauritius, Crystal, Roger's (Mauritius), IBL (Mauritius), Mauritius Breweries (Phoenix Beer, Pearona/Cidona), Phoenix Camp Minerals, Mauritius Telecom, and many others.





**1997: PUBLICIS JOHANNESBURG (formerly Partnership / FCB)**

Position: Art Director (Freelance)  
Responsibilities: Conceptualising and overseeing the production of TV commercials and print ads, Graphic Design.  
Accounts: British Airways, Renault, Yamaha.



**1997: TBWA HUNT LASCARIS DURBAN**

Position: Art Director  
Responsibilities: Conceptualising and overseeing the production of TV commercials and print ads, Graphic Design.  
Accounts: Natal Sharks, Nando's Chicken, The Rewards Company



**LIFE LAB**  
BIOTECHNOLOGY CENTRE

**1998: OGIIVY & MATHER MAURITIUS / MAURICE PUBLICITE**

Position: Creative Director  
Responsibilities: Conceptualising and overseeing the production of TV commercials and print ads, Graphic Design; overseeing the Creative Department, motivating a team of designers.  
Accounts: Air Mauritius, Crystal, Roger's (Mauritius), IBL (Mauritius), Mauritius Breweries (Phoenix Beer, Pearona/Cidona), Mauritius Telecom, Nestle and many others.



**1999: FREELANCE for various companies in Johannesburg**

Jobs: Graphic and Website design.  
Clients: Several small- to medium-sized businesses.



**2000: SAATCHI & SAATCHI MAURITIUS**

Position: Creative Consultant  
Responsibilities: Conceptualising and overseeing the production of TV commercials and print ads, Graphic Design, Website design.  
Accounts: BNP Paribas, Colorbond, Gamma Civic, Mauritius Telecom, Dragon Electronics and many others.





**2001 - : FREELANCE**

Including setting up The Ad Man, a web-based freelancers' agency  
Jobs: Website design, Art Direction, Graphic Design, Copywriting, Photo-Retouching, Illustration, Flash Presentations.  
Clients: Many small- to medium sized businesses.



**AWARDS**

- Loeries finalist '95 (Burning Issues)
  - Silver Quill '95 (Rainbow Chicken)
  - London International Advertising Awards '95 (Castle Lite)
  - Hollywood Craft Festival finalist '96 (British Airways)
  - Mauritian AAA '96: Best Press Advertising (Rogers)
  - Best Art Direction (Rogers)
  - Best Use of Photography (Rogers)
  - Best Brochure/Annual Report (Air Mauritius)
  - Best Use of Music (Crystal)
  - Mauritian AAA '97: Best Press Advertising (Glen Niven)
  - Mauritian AAA '98: Best Print Advertising (Air Mauritius)
  - Best Art Direction (Print) (Air Mauritius),
  - Best Low-Budget TV (Eveready)
  - Best TV (Oeudor)
  - Best Art Direction (TV) (Eveready)
  - DesignFirms Web Award 05-06 (The Ad Man)
  - The Webmaster Award 05 (Digigeoff)
  - Web Genie Excellent Content Award 05 (The Ad Man)
- Plus others (Sillers, bronzes, UNICEF)



**CONTACT**

EMAIL: geoff@the-ad-man.co.za  
WEBSITE: www.the-ad-man.co.za

