

## Design + Marketing

### Work Experience

2007 - Present

#### [DUV]DESIGN LLC

*Owner & Designer*

[DUV]DESIGN is a visual communication consultancy located in Phoenix, Arizona. In 2007, we started with one client. We established a reputation for delivering exceptional results and have since grown with the addition of new talent (web designers, photographers and commercial printers) and new clients

##### What do our services include?

Communication strategy and market planning; naming and tagline development; identity design and brand standards systems design; custom WordPress design; custom corporate presentation design; print collateral design including annual reports, brochures, corporate communications and display design.

2004 - 2007

#### TEMPE ELEMENTARY SCHOOL DISTRICT

*Graphic Design Specialist*

The Graphic Design Specialist was responsible for the concept development, design, production and evaluation of the district's marketing campaigns.

##### Highlights:

**Ward Traditional Academy:** Created the marketing collateral and marketing campaign for the district's first Traditional School. More than 300 students registered within 3 months.

**Tempe Middle Schools Retention Campaign:** Responsible for the creation and management of a district-wide middle school retention campaign. The campaign included an extensive advertising campaign, new signage at the middle schools, a detailed middle school catalog, parent orientation nights and a web Q & A for prospective parents.

2003 - 2004

#### INTERNSHIP - CITY OF PHOENIX PRINT SHOP

*Desktop Publisher*

Secured a 4 month internship as a Desktop Publisher at the City of Phoenix print shop. Design Interns were responsible for the prepress preparation of graphic products like color brochures, newsletters and catalogs. As a result I have a comprehensive understanding of the commercial printing process.

1998 - 2003

#### IMMIGRATED TO THE UNITED STATES

*Student*

Immigrated to the United States from South Africa. Attended Phoenix College and Arizona State University between 1998 and 2003.

1993 - 1997

#### FIRST NATIONAL BANK (FNB), SOUTH AFRICA

*Marketing Specialist*

Responsible for the development of new product lines as well as the implementation of customer retention strategies.

##### Highlights:

Responsible for the development and launch of *The Edge*, a new check account line for young adults between the ages of 18 and 25.

### Profile

I was born and raised in Johannesburg, South Africa and am fluent in both English and Afrikaans. My African upbringing has taught me the importance of hard work and its inherent ability to strengthen character. It also influences my design style. My designs focus on clarity of form and detail, complexity of composition, the application of a vibrant color palette, and balance and symmetry.

I obtained my business degree from the University of Pretoria in 1993, and worked for one of the largest commercial banks in South Africa for 4 years. I immigrated to the United States in 1999, where I graduated summa cum laude with a design degree from Arizona State University in 2003, and have been working in the design and marketing fields since.

### Skills

Print Collateral Design

Corporate Presentation Design

WordPress Design & Programming

Identity Design

Naming and Tagline Development

Communication Strategy & Marketing

Vector Illustration

Project Management

Customer Service

# 1.

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### Education

- 1999 - 2003 | **ARIZONA STATE UNIVERSITY, TEMPE, AZ**  
*Bachelor of Science in Design, Summa Cum Laude*  
Major - Graphic Design  
(GPA - 3.92)
- 1997 - 1999 | **PHOENIX COLLEGE, PHOENIX, AZ**  
*A.A.S.D in Graphic Design*  
Major - Graphic Design  
(GPA - 4)
- 1990 - 1993 | **UNIVERSITY OF PRETORIA, SOUTH AFRICA**  
*Baccalaureus Commercii*  
Major - Marketing Management  
(GPA - N/A)

### References

- (P) + 510.638.5901 (office) | **WIL SALHUANA**  
(E) [wsalhuana@rjrtechnologies.com](mailto:wsalhuana@rjrtechnologies.com) | *President & CEO - RJR Technologies*
- (P) 480.385.3492 (office) | **DREW METCALF**  
(E) [drew@drew-law.com](mailto:drew@drew-law.com) | *Partner - Drew Metcalf, PLC*

### Languages

- English
- Afrikaans

### Hobbies

- Running
- Cycling
- Swimming
- Skiing
- Fashion
- Reading

### Contact Information

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