

# MARCEL DE QUERVAIN

## CURV8.COM

### OVERVIEW

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With over 10 years extensive work experience, I've gained a broad range of skills and invaluable experience. I have worked on a wide range of challenging briefs in great branding, packaging, design and advertising agencies and with many of my own clients to create a diverse portfolio.

I am driven by creative design solutions, encourage ideas and push for a bit of design wit where possible. With a passion for brand creation, I enjoy combining simple, clever and distinctive solutions with attention to craft and typography in the work I do, whilst being equally at home creating multi-layered Photoshop visuals.

I thrive on a creative challenge. I am comfortable in any design communication workspace and believe strategic thinking with idea lead design should always be beautifully executed.

### FREELANCE

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#### AGENCIES 2002 - PRESENT

##### SENIOR DESIGNER

I've worked in leading agencies on a variety of challenging briefs with tight deadlines. My experience over the years has made me comfortable to deliver outstanding work in a team or on my own under pressured circumstances.

**UK G2:** *BAT - Dunhill* **Tequila Int:** *JTI - Winston, Mayfair, B&H, Seven Stars* **Draft FCB:** *Craft - TUC* **Anthem!:** *Kinder, Plus, Unox*  
**Dalziel-Pow:** *Jessops, BHS* **Rareform Branding:** *Etisalat, Veropharm Pharmaceuticals, IATA, Ernst & Young, Mobily, UAE Charity & Government*  
**Siegel Gale:** *Dolce, LyondelBasell, Romtelecom* **SAS:** *BT*  
**Carré Noir:** *Procter & Gamble, Hewlett Packard* **LFH:** *Nestle, Coke*  
**The Drinks Company:** *Twinnings* **Coley Porter Bell:** *Unilever*  
**Exposure:** *Powerade, Playstation* **Corporate Edge:** *Britvic*  
**Inaria:** *Netjets, One & Only* **Dragon Brands:** *Jamnica, ASDA, Nakheel*  
**Energy Design Studio:** *Byrne & Partners, Crust Lane & Davis*  
**South Africa** **Saatchi & Saatchi:** *The Cape Wind Farm*  
**Joe Public:** *Nomad* **RIOT:** *SACD, Exigent, Cape Classics Wine, Prestige, Hip2B<sup>2</sup>* **LoweBull:** *South African Revenue Service*

### SKILLS

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**Software:** Illustrator, Photoshop, In-Design, Basic Flash

**Experience:** Identity creation, branding, art direction, packaging, typography, visualisation, layout, print, digital, artwork and working with clients.

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### PERMANENT

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#### NAKED COMMUNICATIONS 2009 - 2010

##### HEAD OF DESIGN

*Coke, Nokia, Sony, Telenor, Vestas, Hotpoint, Ameriprise Financial*

As head of the design department, I managed a small design team and was responsible for leading the output of creative design work on campaigns, print, digital, brand strategy books and tool kits for large clients such as Nokia, Coke and Telenor.

#### PROVOKATEUR 2007 - 2009

##### SENIOR / DESIGN DIRECTOR

*Kofi Anan Foundation, Tap, ACME Climate Action, 36 Degrees, iCount, EnoughsEnough, Liberty, Shared Interest, Fair Finance*

I worked in a unique ethical and entrepreneurial design communications agency for some great clients and on self initiated projects. I creatively lead a small team of talented designers in all areas of branding, web, print, animation, illustration, and packaging design.

#### MYSTERY DESIGN 2006

##### SENIOR DESIGNER

*William Grant & Sons, Trojan Records, Private World, Giraffe Restaurants*

In an agency with clients in the restaurant, luxury and music sectors, I worked on a variety of creative, identity, print and art direction briefs.

#### THINK POD DESIGN 2001

##### MIDDLE WEIGHT DESIGNER

*Freeserve, Insights Coaching, Mapminder, DV Channel, Think Pod, Anouska Hempel, F.U.K.*

#### INNOCENT DRINKS 1999 - 2001

##### IN-HOUSE DESIGNER

I was lucky enough to work at Innocent right from the beginning and was responsible for all their branding, design and concept needs. Creating various identities, their brand look and feel, packaging, marketing material, POS, website and continued to work freelance for them on a variety of briefs.

#### QBO PR AGENCY 1999

##### JUNIOR DESIGNER

*Royal Mail, Action 2000, CO-OP, Norwich Union, Pizza Express, National Code & Number Change, Smile.co.uk, Learnfree.co.uk and J&B*

CREATIVE / BRANDING / IDENTITY / CONCEPTUAL /  
PACKAGING / ART DIRECTION / DIGITAL / VISUALISING /  
TYPOGRAPHIC / ILLUSTRATION / ... [GRAPHIC DESIGNER](#)

### INDEPENDENT

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#### CURV8 LTD 2004 - PRESENT

##### CREATIVE DIRECTOR

*Prestat Chocolates, Guy Anderson Wines, Allied Domecq, Little Dish, 7Springs Wine, Mishcon Associates, Trapeze Education, Sutsinable Security, Southern Sky Wines, Young Designers Emporium, RIOT Creative Agency, iRecords NYC, Sutra Nightclub, Ministry of Sound, Cream*

As well as freelancing for various agencies under the CURV8 name, I've worked directly with many of my own clients. This included consulting and managing all their branding design needs from strategy, identity creation, print, packaging and illustration to designing websites for startups and as well as established companies.

### AWARDS

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**Tap:** Green Award Winner - Best integrated campaign  
Green Award Finalist - Best website

**Dolce:** Bronze DBA Design Effectiveness Award for brand identity.

**Innocent Drinks:** Silver D&AD for best branded packaging.  
Design Week finalist for best branded packaging.

### REFERENCES

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**Joshua Blackburn:** Director of Provokateur

**Joe Hedges:** Creative Director of Rareform Design

**Richard Reed:** Marketing Director of Innocent Drinks

**Dan Einzig:** Director of Mystery

### EDUCATION

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**The Red and Yellow School:** Cape Town, South Africa, 1996 - 1998

Diploma - Art Direction and Graphic Design

Class Position: 1st - First year, 2nd - Final year

**Hilton College:** Pietermaritzburg, South Africa, 1991 - 1995

Qualification - Senior Matric Certificate with full university exemption

### OTHER

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**D.O.B.** 8th July 1977 - 34 years old

**Dual Citizenship:** British and South African passport holder.

**1998:** Travelled extensively through Indonesia, Australia, New Zealand, Fiji, U.S.A. Mexico, Belize and Guatemala.

**Interests:** Inspirational design, music, bicycles, photography, contemporary culture, golf, fishing, travel and surfing.