



David Martin

063 606 2236 | davidbrydal@gmail.com | www.davidmartin.co.za

In my life I have learnt that what you put in is what you get out, there are no shortcuts, only hard work, so try and do what you love. My love for design stems from my passion to create while solving problems. It's like combining art and math class - you get to create something stunning while figuring out the best solution. In the past as I looked to inspire others, I realised that knowledge is powerful and particularly in this industry if you fundamentally understand how research can influence any design solution.

38yrs | **Joburg**city

Education

2001 - 2003

Higher Diploma

FINE ARTS & GRAPHIC DESIGN

Hert and Carter | Durban, South Africa

2003 - 2004

Higher Diploma

DIGITAL DESKTOP PUBLISHING

Damelin College | Durban, South Africa

2009 - 2010

Diploma

Photography and Video

CT school of production | Cape Town, South Africa

Professional Experience

2004 - 2007

GRAPHIC DESIGNER

Responsible for in-house design of annual reports, brochures, corporate identities & dvd labels. I worked with and reported to creative directors and producers.

MEDIA VILLAGE

Kalk Bay, South Africa

2007 - 2009

DIGITAL DESIGNER

Conceptual design and implementation of designs for print and web. Executing quality design from concept to delivery while complying with brand standards across multiple platforms.

ADLAB

Cape Town, South Africa

2009 - 2011

SENIOR DIGITAL DESIGNER

Develop and produce material in printed or electronic format for clients. Design across the board, CI and corporate stationery, concept and strategy through to roll out.

Redwood / Ogilvy

Cape Town, South Africa

2011 - 2012

Commercial/Industrial Photographer.

Planning shoots collaboratively with Stylist and Art Director. Working with Stylists and relevant teams to arrange shoot logistics and working closely with the marketing to deliver stunning photography for premier content campaigns.

Weylandts

Cape Town, South Africa

2012 - 2014

SENIOR UI/UX DESIGNER

Working with the existing team of engineers, designers, product managers, and creatives to create highly interactive and user-centered experiences for an e-commerce suite of products. Collaborate cross-functionally to define and deliver a consistent design language on the largest e-commerce platform

Kalahari.com

Cape Town, South Africa

2014 - 2016

SENIOR VISUAL DESIGNER

Conceptualize and create meaningful deliverables such as wire frames, user flows, storyboards, sitemaps, prototypes, and design high-quality responsive interfaces.

Takealot.com

Cape Town, South Africa

2016 - 2017

LEAD UI DESIGNER IN DSP

Apply conceptual thinking to create world-class digital services across multiple platforms, smartly bringing together user needs, business goals and technical realities Develop sound UX concepts.

Absa

Johannesburg

2017 - 2018

User Experience Architect

Consulting for Liberty life on the simplification project. Working with the financial strategy team at Stanlib and the sky project for self service client investment portal. Diversifying scope where analysis of data requires evaluation of key marketing factors.

Accenture Interactive

Cape Town, South Africa

2018 - 2019

SENIOR PRODUCT DESIGNER

Defining of customer needs, task analysis, and the creation of personas, storyboards, scenarios, user flows and use cases. Testing, detailed visual application of UI.

STANDARD BANK

Johannesburg

2019 - 2021

SENIOR PRODUCT DESIGNER

Working on absa.co.za re-design for personalisation strategy & roadmap across all Absa digital platforms.

Absa

Johannesburg

2021 - current

SENIOR PRODUCT DESIGNER

Working on a variety of projects that integrate digital designs into products, services and environments. Collecting merchant insights and conducting usability testing.

Yoco

Johannesburg / Cape Town