

ANDREW SABATIER

BRAND IDENTITY DESIGNER

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DOB 30.08.1971

I'm a graphic designer specialising in corporate brand identity origination and design with experience across various industry sectors and cultural contexts. I have strong conceptual skills capable of grasping complex positioning strategies and finding brand identity solutions to enhance brand strategy. My creative skills are best suited to new brand projects and I specialise in a brandmark-led approach.

- Jul 03 - present **Freelance:** Siegel+Gale, Landor Associates, Henrion Ludlow Schmidt, Mirror Image, SCG London, Karakter, Interbrand, Deep Creative, Appetite
Key clients: Dresdner Kleinwort, Daimler Chrysler, Vodafone, Hydro, Life Bank, Saudi Aramco, Eksmo, Pick n Pay, UK Trade and Investment, Paragon Healthcare, ITFC (International Islamic Trade Finance Corporation), Dubai Events Holding, Emivest, Major Middle Eastern telecommunications company (confidential)
Direct clients: Resaura, Salon Gallery, Equate Translations
Other projects: Stretch Brands, Usflux, Ignore Me™
- Jun 00 - Jun 02 **Full-time:** Dragon Brand Consulting
Key clients: The Post Office, Securicor, Xansa, Regent Inns, Abbey National, Zishi
- Jul 99 - Apr 00 **Freelance:** Dragon Brand Consulting, Interbrand
Key clients: 3663, International Power, The Post Office, Telia
- Jan 97 - Apr 99 **Full-time:** M&D Graphic Design
Key clients: Spicer Holdings, Hyprop Investments, Group Five, Design Institute, Siltek Distribution Dynamics, Jorg Hysek, Eskom
- Feb 93 - Nov 96 **Education:** University of Johannesburg (Technikon Witwatersrand)
1. National Diploma: Graphic Design
2. Partial Diploma: 3 Dimensional Design (Product Design)
3. Additional courses: SAB Entrepreneurial Program
- Aug 90 - Jul 91 **Military service:** South African National Defence Force
- Software:** Illustrator, Quark, Photoshop, InDesign, Dreamweaver, Acrobat
Travel: United Arab Emirates, Canada, South Africa, Thailand, India
Interests: Yoga, media, culture and philosophy
- References:** Available on request