

ELZANISMIT

GRAPHIC DESIGNER
CREATIVE | MOTIVATED | SKILLED

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| CONTACT |

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ABOUT ME

I'm a highly experienced Graphic Designer with over 30 years' experience across publishing, advertising, branding and licensed properties. I'm creative, reliable and adaptable, with a passion for bringing ideas to life and turning briefs into engaging, effective designs. I enjoy working collaboratively with clients and creative teams to deliver work that looks great, communicates clearly and achieves the desired results.

Early in my career, I worked freelance across leading advertising and publishing agencies, delivering projects for major brands including Nikon, British Airways, MFI, WHSmith, Homebase, Sainsbury's and BAA.

I later joined GE Fabbri as an Art Editor, designing and

producing publications for high-profile children's and adult brands, including James Bond, Tracy Beaker, Pop Idol, Indiana Jones and Doctor Who.

Now self-employed, I work with book publishers and partwork companies, producing editorial, marketing and promotional materials. I combine extensive

creative expertise with strong production knowledge, a practical approach and a keen eye for detail to deliver consistently high-quality results.

SKILLS

MAGAZINE DEVELOPMENT & DESIGN | BOOK DESIGN | MARKETING & PROMOTIONAL MATERIAL

- Highly organised, with the ability to manage multiple projects and deadlines in fast-paced, high-pressure environments
- Strong expertise in page layout, brand development, studio management, and print production
- Excellent communicator and collaborative team leader with strong problem-solving skills and meticulous attention to detail
- Experienced in commissioning artwork, interpreting creative briefs, and managing print specifications
- Art direction of fashion and still-life shoots, coordinating models, photographers, stylists and HMU teams
- Experienced in managing and directing creative teams to deliver projects from concept through to completion
- Advanced proficiency in Adobe Creative Cloud, including InDesign, Photoshop and Illustrator

EXPERIENCE

As an Art Editor at GE Fabbri, I worked across a diverse portfolio of high-profile titles and major licensed brands, where maintaining strong visual consistency and strict adherence to established style guides were essential. I was responsible for ensuring that creative output remained aligned with brand guidelines while meeting the highest standards of quality across all published materials.

GE FABBRI & BYLINE PUBLISHING | SEPTEMBER 2001 - OCTOBER 2013

DOCTOR WHO DVD FILES | ART EDITOR DOCTOR WHO BATTLES IN TIME | ART EDITOR

- Designing Photoshop-intensive, print-ready magazines from concept through to final artwork
- Designing DVD covers, trading cards, foil packs, and backing boards
- Commissioning and overseeing technical artwork
- Developing comprehensive style guides, templates, and design systems
- Managing and overseeing designers and 3D production teams
- Coordinating workflows, prioritising projects, and consistently delivering to tight deadlines
- Creating advanced Photoshop effects, professional retouching, image manipulation, and precision cut-outs

INDIANA JONES & THE LOST TREASURES | 007 SPY FILES | ART EDITOR

- Designing high-quality, print-ready magazines and publications
- Sourcing and managing covermount products and promotional items
- Liaising with production companies and suppliers to coordinate the development and manufacture of gifts and promotional products

TOTALLY TRACY BEAKER | ART EDITOR POP IDOL PARTY | ART EDITOR SCLUB 7 | ART EDITOR

- Designing and producing high-quality, print-ready magazines from concept through to final artwork
- Sourcing and developing gift collections, including budget management and product design
- Commissioning and managing photographers, make-up artists, and other creative talent
- Managing model casting, selection, bookings, and schedules
- Art directing photoshoots, ensuring creative vision and brand consistency throughout
- Collaborating closely with photographers on image selection, editing, retouching, and final image preparation
- Developing creative concepts, features, and editorial content for magazine publications
- Sourcing and coordinating suitable locations for photoshoots
- Briefing, managing, and overseeing design teams throughout the production process
- Maintaining rigorous quality control across all creative and production stages
- Planning, coordinating, and managing international photoshoots, including logistics and production requirements

EXPERIENCE CONTINUE ON NEXT PAGE...

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FREELANCE GRAPHIC DESIGNER | APRIL 1998 - AUGUST 2001

PREMIER MEDIA PARTNERS

Designing The London Magazine, Business Life, NikonPro & London 2001.

- Commissioning and managing photographers and illustrators, alongside providing creative direction for photoshoots
- Managing project workflows, schedules, deadlines, and budgets to ensure projects were delivered efficiently and on time
- Coordinating the preparation and delivery of final artwork to repro for production

ELECTRONIC SOLUTIONS

- Collaborated closely with creative teams to deliver projects for major retail brands, including MFI, WHSmith, Homebase, and Sainsbury's
- Designed advertising campaigns and a wide range of promotional and marketing materials
- Interpreted creative briefs and translated client requirements into effective design solutions
- Managed and trafficked projects through the studio, ensuring smooth workflow and timely delivery
- Coordinated and supported creative teams throughout the production process, maintaining quality, consistency, and adherence to deadlines

SOUTHERN LIFE ASSOCIATION

CAPE TOWN | Jan 1996 - Jan 1998

- Worked as a Junior Graphic Designer within the in-house art studio supporting the Marketing Department
- Designed a wide range of corporate and marketing materials, including product brochures, promotional literature, quarterly, monthly and annual reports, and the company's in-house magazine
- Prepared and supplied final artwork for professional print production, ensuring work met required technical and quality standards repro & print & overall quality control.

LONDON CITY PRESS

- Designed a wide range of corporate literature, including brochures, media packs, and stationery
- Managed client briefs from initial concept through to final production
- Obtained and managed quotations from repro houses and print suppliers, ensuring projects remained within budget
- Oversaw all production and pre-press requirements, resolving technical issues and ensuring artwork met print specifications
- Coordinated the delivery of final artwork to repro and managed the production process through to completion
- Attended press passes to oversee print quality and ensure final output met the required creative and technical standards

INTERFOCUS

- Managing creative briefs and studio workflow, working closely with Art Directors to deliver projects to deadline
- Designing brochures, promotional materials, packaging and posters for clients including Huggies, Sheaffer, BAA and London Underground

THE FORM ORGANISATION

CAPE TOWN | Jan 1993 - Dec 1995

- During my internship, I designed racing and breeding magazines, books, brochures and model z-cards. I also sourced printing quotations, prepared artwork for production, and coordinated the delivery of final print material. In addition, I organised a Young Designers fashion show, showcasing emerging fashion talent from Cape Town.

CLIENTS | BRANDS

DISNEY | FLOWER FAIRIES | SARA DAVIES | PADDINGTON | DANGER MOUSE | TIMMY TIME | PEPPA PIG |
BARBIE | HOT WHEELS | LONELY PLANET KIDS | EMOJI | POKEMON | L.O.L. SURPRISE! | MINECRAFT | JURASSIC
EXPLORERS | LITTLE MIX | DOCTOR WHO | JAMES BOND | POP IDOL | SCLUB 7 | TRACY BEAKER | INDIANA
JONES | THE NEXT STEP | STAR TREK | WAYLAND BOOKS | HACHETTE CHILDREN'S BOOKS | HACHETTE
PARTWORKS | EAGLEMOSS | DYNAMO LTD | IGLOO BOOKS | PENNIBLACK | PRIVET BEAUTY | HUNKYDORY
PUBLISHING | KHORA | BBC | 2 ENTERTAIN | 19 ENTERTAINMENT | FREMANTLEMEDIA | PIPSQUEAK MEDIA
| LUCAS FILMS | EON PRODUCTIONS | THE LONDON MAGAZINE | NIKON | MFI | WHSMITH | HOMEBASE |
SAINSBURY'S | HUGGIES | SHEIFFER | BAA | LONDON UNDERGROUND | BLACKBIRD LONDON | UNIVERSAL

INTERESTS

Photography | Fashion | Interior Design | Movies | Food | Socialising | Running |
My dog Miss Willow | Volunteering with Wag & Co

THANK YOU
for taking the time to look.