



JADE SOAL

SENIOR ART DIRECTOR /
DIGITAL DESIGNER | **8 YEARS**
AGENCY EXPERIENCE

PORTFOLIO LINK: [HTTPS://JADESOAL.CO.ZA/](https://jadesoal.co.za/)

CONTACT

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Cape Town, South Africa

EDUCATION

BA Degree in Creative Brand Communications (Art Direction)

AAA School of Advertising,
Cape Town | 2015 – 2017

Matric

Crawford College,
Sandton | 2005 – 2009

KEY SKILLS

- Conceptualising and executing through-the-line campaigns
- Art direction for fashion and food/beverage photoshoots
- Digital and social-first campaign design
- TVC concept development and storyboarding
- Basic animation / GIF / video editing
- Content planning and presentation building
- Adobe Photoshop, Illustrator, InDesign, Premiere Pro, After Effects
- PowerPoint, Flexitive, Figma
- Multitasking, managing pressure, meeting tight deadlines

PROFESSIONAL SUMMARY

I am a creative and goal-driven Art Director and Designer with a passion for visual story telling and high-performing campaign work. Experienced across digital, print, and on-set environments, I bring strong conceptual thinking, polished execution, and trusted client relationships to the table - I am great with clients ;) I am seeking creative challenges that encourage personal and professional growth, and have a passion for being hands-on in a shoot environment working seamlessly with a production team. I also tend to be quite funny.

EXPERIENCE

Senior Digital Designer / Art Director

*Ogilvy Social Lab (North America, Canada, EMEA) |
Jul 2024 – Present*

- Lead digital design for Ogilvy Health accounts in the North American market
- Collaborate with NYC team on brand refreshes, proactive work, and digital campaigns
- Drive social-first creative from concept through execution
- Build strong, trusting relationships with international clients
- Present creative strategy and execution to clients and internal stakeholders

Art Director

99c, Cape Town | 2020 – 2024

Clients: Ackermans, OK Foods & Liquor, Spur, PUMA

- Directed and executed integrated campaigns across social, print, and POS
- Managed/directed photographic shoots and TVC creative (storyboarding + layout)
- Retouched photography and finalised artwork for production
- Delivered presentations and campaign rollouts to clients and internal teams

Junior Art Director

99c, Cape Town | 2018 – 2019

- Assisted senior creatives and Creative Director across brand campaigns
- Developed layouts, artwork, and digital assets under supervision

Intern (Art Direction / Design)

Joe Public United, Johannesburg | Late 2017

Various Hospitality Positions

2011 – 2020

Hobbies and Interests

I am a budding trail and endurance runner. I love the freedom that affords me, and the idea that I can explore anywhere with confidence. I am deeply creative and enjoy various art practises. I have a great love for music, and my gorgeous staffy puppy, Ru. I relish travel; meeting new people, and tasting different foods. I love to spend time with friends and family. I appreciate adventures and experiences over material things.

