

ABRIDGED CURRICULUM VITAE

STEVEN SMITH

SUMMARY:

I have over 14 years industry experience in the Advertising and Design sector. My expertise lies in brand architecture, strategic thinking and 360-degree advertising communication. I have worked internationally in networks such as Leo Burnett, Euro RSCG and Draftfcb.

In 2008 I left my role as Creative Group Head at Draftfcb, South Africa's largest advertising agency network to venture into an academic career. After lecturing in Bachelor of Arts, Visual Communications at Vega School (South Africa) I migrated to New Zealand in early 2009 to take up a lecturing position at Massey University.

RESEARCH:

Research – Publications:

(2010). African pottery in South Africa: Life after the village. *The Journal of Modern Craft*, 2(3) online. Oxford.

(2010). Steven Smith. *An introduction to Southern African ceramics: Their marks, monograms & signatures*. Cape Town.

(2002). University of Natal: Courses. *The Best of South African Advertising & Design (2nd ed.)*. Johannesburg.

(1999). Mercedes-Benz: The C-Class facelift. *Communication Arts Journal*, 41(7). California.

(1994 – 2007). Advertising and Graphic Design work for multi-national brands: Mercedes-Benz Cars, NIVEA, Unilever, Coca-Cola, Reebok, Honda Cars, Continental Tyres, Mitsubishi Cars.

Research – Practice:

Oral presentations:

(2010). *Future-proofing the advertising student*. Re-thinking Advertising: Histories, Praxis and Interpretations Symposium. Melbourne.

(2010). *Advertising students' contribution to a cross-cultural, interdisciplinary public initiative in South Africa*. Re-thinking Advertising: Histories, Praxis and Interpretations Symposium. Melbourne.

(2009). *Afro-Dutch chaos in public space*. Zeme Research Network. Wellington.

Poster presentation:

(2010). *Cartoons and anti-Semitism*. Victoria University PGSA Conference. Wellington.

Round table:

(2010). Re-thinking Advertising: Histories, Praxis and Interpretations Symposium. Melbourne.

Exhibition curation:

(2010). *BOXbox.09 Exhibition: Intervention in public spaces*. Wellington.

Exhibition:

(1999). *Mercedes-Benz: The C-Class facelift*. Communication Arts Journal 40th Annual Exhibition. California.

AWARDS:

Identity Branding and Design Journal, World Best of the Best, Longlist. (Moscow 2008).

CASE International Circle of Excellence Award, Gold Medal. (Washington 2001).

New York Festivals International Advertising Awards, Silver Medal (2001), Bronze Medal (2000), 4 Finalists (1998 – 2000), AME Gold Medal (1997).

The Loerie Awards South Africa, Gold Loerie (2001), Silver Loerie (2001), 11 Loerie Finalists (1996 – 2001).

London International Advertising Awards, 6 Finalists (1995 – 2000).

Communication Arts Journal. Award of Excellence. (California 1999).

AAA Ad of the Month, 1 Winner (Johannesburg 1997).

Readers Digest Ad of the Month, 1 Winner (Johannesburg 1996).

Independent Newspapers Silver Quill Ad of the Month, 3 Winners (Durban 1999 – 2001).

Orchid & Onion Awards, Orchid of the Month (Johannesburg 2005).

WORK EXPERIENCE:

March 2009 – present

Lecturer Advertising Design (Full-time)

Massey University, Institute of Communication Design, College of Creative Arts, Wellington Campus, New Zealand
<http://creative.massey.ac.nz/>

Academic Research Interests

- The use of cartoons to convey anti-Semitic messages.
- Interdisciplinary participatory design.
- Ceramic creative practice.

Teaching Areas

- Teaching Bachelor of Design Honours 2nd through 4th-year papers in Advertising Design and Art Direction.
- Supervising 400-level Honours students in major research projects integrating theory and practice.

January 2008 – June 2008

Lecturer Visual Communications (Full-time)

Vega School, Durban Campus, South Africa
www.vegaschool.com

Teaching Areas

- Teaching undergraduate Year 2 and 3 level papers to students majoring in Creative Brand Communications enrolled in the Bachelor of Arts degree in Communications Management.

Achievements

- One of my 3rd year students achieved a finalist at the Loerie Awards South Africa (2008).
- My 3rd year Vega students collaborated on a live project for Coca-Cola with Industrial Design students from University of the Arts London, Central Saint Martins College of Art and Design. My students were placed 2nd and 4th out of 6 national teams.

April 2005 – December 2007

Creative Group Head

Draftfcb Durban, South Africa

Responsibilities

- Creative head on Beiersdorf brands NIVEA for Men, NIVEA Deodorant, NIVEA Shower & Eucerin. Key role of brand custodian and development of the multi-national brands' locally relevant communication. Launched brands NIVEA Deodorant and NIVEA Shower for the first time into the South African and African market. A vast body of work published internationally in South Africa, Kenya and Nigeria in electronic media – television, radio, cinema, the internet; and print media – magazines, newspapers and outdoor billboards.

Clients

- Beiersdorf NIVEA, Unilever, Mondi Paper Group, Cobb & Rainbow Chicken, Trellidor Security.

Achievements

- Draftfcb Durban awarded Agency of the Year (2007).
- Beiersdorf account grew from ZAR5m to ZAR18m within two years.
- Beiersdorf awarded Draftfcb all design work, under my supervision (Incumbent: TBWA\ Tequila).

May 2001 – March 2005

Creative Director

Dandy Advertising, Durban, South Africa

Responsibilities

- Operated my own Advertising and Design Agency handling blue chip regional clients.

Clients

- University of Natal, McCarthy Toyota Group, Gold Circle Group, Epicentre.

January 1999 – April 2001

Senior Art Director

FCB Durban, South Africa

Accounts

- University of Natal, Independent Newspapers Group, Trellidor Security Group, Petronet Petroleum Pipelines.

May 1998 – December 1998

Freelance

The Corps Business, London, UK

Responsibilities

- Freelance for RSCG EURO London and Springboard Design London.

Clients

- Ernst & Young, Tampax.

February 1996 – April 1998

Art Director

Leo Burnett, Johannesburg, South Africa

Clients

- Mercedes-Benz, Honda Cars, Mitsubishi Motors, Reebok, South African Airways, Coca-Cola, Salvation Army, Continental Tyres, Liberty Life Insurance, Plascon Paints.

February 2004 – January 2006

Graphic Designer

Lindsay Smithers Bond FCB, Durban, South Africa

Clients

- Unilever, Mondi Paper Group, New Republic Bank, Three Cities Hotel Group.

HIGHER EDUCATION:

February 2010 – present

Master of Design by Research (enrolled)

Massey University, New Zealand

January 1991 – December 1993

National Diploma Graphic Design

Durban University of Technology, South Africa

Awards & Achievements

- Top Student Marcus Starfield Trophy (1993).
- Excellence in Design Whalley & Associates Award (1993).
- Book Illustration Heinemann Centaur Award (1993).
- The Emma Smith Postgraduate Art Scholarship, Finalist (1993).
- Top Student Agfa Award (1992).
- Highest Final Results in School of Design for three subjects (1990 – 1993).
- Four Distinctions (1990 – 1993).

OTHER ACTIVITIES:

Acted as Joint-President of the Wellington Potters' Association, New Zealand (2010).

Served on the judging panel of Independent Newspapers Silver Quill Advertising Awards, South Africa (1999 – 2004).

Secretary Christian Lawyer's Association of South Africa, Durban Chapter (2002 – 2003).

Member of Wellington Potters' Association, New Zealand (2009 – present).

Member of Ceramics Southern Africa (1988 – 1996).

Invited to deliver the annual speech and open the final year Art Exhibitions at Westville Boys' High School, South Africa (1991 – 1993).
