

Tina Kroll t/a Cemek Grafix  
FREELANCE GRAPHIC DESIGN

Tina Kroll t/a Cemek Grafix \* 51 Oak Avenue, PO Box 51, Linbro Park, 2065 Johannesburg, South Africa  
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## CURRICULUM VITAE

Full Name: Christine (Tina) Kroll  
I.D. Number: 480719 0046 189  
Date of Birth: 19/07/1948  
Nationality: German (permanent resident in South Africa since 1955)  
Languages: English, German, Afrikaans (speak, read, write)

### About me:

I am a fully qualified and experienced Freelance Graphic Designer working from home.  
I live by the principles of "perseverance, service excellence and integrity".

### Career Objectives:

I am interested in freelance design assignments, temp jobs, part-time employment, project-based work, and other employment opportunities.

### Experience:

I completed numerous creative projects over the past many years, mostly on a freelance basis, specializing in typography, layout, trademarks, logos and corporate identity.

Please visit my website at  
<http://tinakroll.jimdo.com>

### Other projects:

signage, greeting cards, book covers, newsletters, packaging labels, magazine adverts, menus, flyers, posters, T-shirt design, basic illustration, cd labels, catalogues, brochures, spreadsheets, direction maps, basic photography & photo editing, clay sculpture and ceramic tile design, etc.

### Additional Experience:

management, finance, admin, sales, marketing, client liaison, newsletters, basic copy-writing and translations (english-afrikaans-german), etc.

### Skills:

CorelDraw X4, Paint Shop Pro X2, Open Office and Microsoft Office

### Motivation:

I am self-sufficient, capable, passionate and dedicated.  
I persevere until I have completed the project to my client's and my own satisfaction.

### Inspiration:

The challenge of 'doing it right', the job satisfaction, the joy and pride in my work. An added bonus is the fact that I learn something new with each new assignment.

## TERTIARY QUALIFICATION:

National Diploma, Art and Design (Graphic Design) at the Pretoria College for Advanced Technical Education (now Technikon) in PRETORIA, South Africa, 1970-71-72

Subjects:

Commercial Illustration, History of Art, History of Graphic Design, Photography (practical), Figure Drawing, Layout, Poster & Showcard Design, Package and Label Design, Lettering & Typography (practical), General Graphic Art, Marketing, Theory of Reproduction Processes.

## SOME ASSIGNMENTS COMPLETED:

Project-1

Health-Eez

Health-Eez is a health-food restaurant. The name of the restaurant had already been decided on. It was left up to me to make suggestions for a logo and to supply specs. The corporate colours that Justin finally chose, were the ones I had used in the logo.

Testimonial by Justin Cochrane, owner of Health-Eez:

“The work done by Tina was imaginative and creative, and the product I received was both professional and inspired. Tina was helpful and the quality of her work was excellent. I would recommend Tina to anyone.”

justcochrane(at)gmail(dot)com

Project-2

Libuyile

LIBUYILE is a Black Empowerment company. There was no brief except for the information, that the business was connected to the mining industry. After various ideas were sent to the client to determine what his preferences were, I was asked to design a logo that would reflect the idea of "a new force rising in pursuit of ... ?"

I suggested "IN PURSUIT OF PROGRESS":

I chose the word PROGRESS because it is an umbrella term for multiple sentiments such as a better future, growth, improvement, a new life, prosperity, development, expansion, advancement, success, etc.

THE RISING SUN signifies a new day, a new beginning, hope, "rising", power, life source, etc.

I combined this with a vector graphic representation of an open pit mine (a computer generated line drawing).

I chose earthy COLOURS because although the initial business involvement was with the mining industry, agriculture, springbok farming, venison export, etc. were part of Libuyile's future expansion plans.

Testimonial by Robert Cochrane, CEO of "Libuyile":

“The Libuyile project comprised the creation of a full corporate identity including logo, printed stationery, electronic stationery, clothing, presentation, vehicle signage and promotional products. The original design brief Was sketchy at best. Tina of Cemek Grafix was able to produce the final products in a professional and mature manner. Tina Kroll's attention to detail is amazing and her ability to lock onto the design requirement despite limited briefing is nothing short of a miracle. The overall quality of work is perfect and the short timescale would have tested major agencies with unlimited resources.”

rob(at)by-rob(dot)com \* www(dot)by-rob(dot)com

### Project-3 Peter Kroll Tiles

From 1973 to 2008, I completed numerous design projects for PK Tiles. It was an ongoing exercise and comprises the main part of my portfolio. Some examples are displayed on my website at <http://tinakroll.jimdo.com>

Testimonial by Florian Kroll, family member of Peter Kroll Designer Tiles CC, as Peter Kroll himself is no longer alive:

“The Peter Kroll Tiles project involved the re-development of corporate identity and marketing materials. The marketing tools had to reflect the rustic texture, wealth of colours and upmarket quality of the product, and appeal to the architectural and design clientèle primarily served. Tina Kroll of CEMEK GRAFIX produced (amongst others) a set of materials including company stationery, business cards, direction maps, digital catalogue on CD, flyer and 34-page print catalogue. The design projects accurately reflected the character and diversity of the company's handmade products, and expressed the identity of the business clearly. The formats developed were innovative and eye-catching. CEMEK GRAFIX' ability to develop such a broad variety of quality materials under tight schedules is the reflection of experience, diligence and inspiration.”

[www\(dot\)biosynergetics\(dot\)co\(dot\)za \\* flo\(at\)biosynergetics\(dot\)co\(dot\)za](mailto:flo(at)biosynergetics(dot)co(dot)za)

### Project-4 Sundries

KAROO ORGANICS is a small enterprise in the Northern Cape for the cultivation of the "skeletalium" plant. Here I have used typography to create the logo, incorporating a graphic representation of the actual leaf of the skeletalium plant. The colours used are reflective of the dry arid conditions in the area, which are suitable for this succulent plant.

#### LIBUYILE (alternatives)

These are just some suggestions I presented during the initial stages of developing the LIBUYILE logo. There was no brief from the client. The owner of this BEE company initially just wanted sundry suggestions from me in order to get the corporate identity project started.

#### THUSANO (spec)

is the name given to a Workers' Trust of a gold mining company. The choice of colour was left up to my discretion in this spec work. Since honey is golden and the corporate colours of the company are black-and-gold, my choice of colour is logical. The client supplied no information as to his requirements and/or preferences. I created the vector illustration of the bee on computer, the worker bee symbolizing the group of workers of a company who will eventually reap their reward through hard work and co-operation.

## EMPLOYMENT HISTORY

July 2008 to Current

Company: Cemek Grafix  
Location: Johannesburg, South Africa  
Sector: Art & Design  
Position: self-employed  
Duties: freelance graphic design  
Basic Salary: R250.00 per hour

May 2003 to June 2008

Company: Peter Kroll Designer Tiles CC  
Location: Johannesburg, South Africa  
Sector: Ceramic Manufacture  
Position: Managing Member  
Duties: management, finance, admin, sales, marketing, client liaison, design, etc  
Achievements: design of tile motifs, murals, tile plaques, new company logo and corporate identity, 35-page colour catalogue, A4 double-sided-bleed leaflet, location maps, labels, various PK Tiles classified adverts for printing in magazines such as House & Leisure, Elle Decor, SA Architects Digest, Ie magazine, House & Garden, etc.  
Also ongoing development and update of marketing CD (including cd cover design & matching business card) for PK Tiles, incorporating location maps, product info, spreadsheets, etc, as well as photo gallery (85% of the images were photographed and edited by me). All copy writing was done by me.  
Basic Salary: R10,000.00 p.m.  
Reason for Leaving: company closed down

January 1997 to April 2003

Company A: Peter Kroll Designer Tiles  
Company B: Cemek Grafix

Location: Johannesburg, South Africa

Sector A: Ceramic manufacture  
Sector B: Freelance Graphic Design

Position A: Assistant to Peter Kroll  
Position B: Self-employed at Cemek Grafix

Duties A: client liaison, tile- and mural design, marketing, sales, showroom display  
Duties B: Freelance Graphic Design

Achievements: PKT corporate image, product info, advertising for PK Tiles, Goju Ryu Seiwa Kai Karate Academy as well as Biodanza SA, Linbro Park Ratepayers Association, LPCA Newsletters and classified adverts, Cosmopolitan Projects' advert for Naturena Village community housing project, etc  
Basic Salary: R150.00 p.h.

January 1994 to December 1996

Company: Cemek Grafix

Location: Johannesburg, South Africa

Sector: Freelance Graphic Design

Position: self-employed

Duties: Freelance Graphic Design

Achievements: promotional material for the Kwik Kopy Printing franchises e.g. memo & telephone message pads, christmas card, desk calendar, year planner, restaurant jotter, birthday card, leaflets such as 'Happy Valentine', 'Opening-Soon', 'Spring Promotion', 'Election-Manifesto'; also KKP Franchisee Conference Brochure with 'Progress to Profit' Logo.

Basic Salary: R150.00 Per Hour