

Lauren H Smith / 083 442 8561  
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[www.mrsmith.co.za](http://www.mrsmith.co.za)

Lauren Smith Graphic Design cc  
 trading as Mrs Smith  
 Registration No.: 2010/169937/23  
 Member: Lauren Heather Smith

**CURRICULUM VITAE**

I have been involved in the graphic design and branding industry for over a decade and began my career at Brown KSDP (Enterprise IG, currently The Brand Union) as an intern and junior designer. I was incredibly privileged to have worked with amazing creative directors and designers who offered invaluable advice and mentorship which encouraged my development as a designer. In 2004 I began my 5 and a half year journey at HKLM, eventually taking on the role as Creative Director of HKLM Exchange in 2008. My responsibilities included the design and development of stakeholder and investor relations communications and annual reports for top blue-chip clients, and it was at HKLM Exchange that I discovered new applications and avenues for my creative abilities.

In 2009 I was honoured to become part of the Studio 5 team and in my 1 year and 8 months there I grew both as a designer and as a person. Every step in my career has been an adventure and an opportunity to grow and challenge myself and my thinking.

*In 2011 I decided to freelance and open my own design studio, and Mrs Smith was born. Mrs Smith is a boutique strategic design and brand consultancy that is focused and intent on delivering world-class, award-winning and strategically relevant design. Mrs Smith offers a decade of leading design agency experience coupled with a passion for branding and design for any size company.*



Every design job should be approached with a strategic outcome in mind. Understanding the importance of the 'small picture' is just as important as keeping the bigger picture in mind. Short-term decisions can impact a brand going forward and it is vital to know how these decisions affect a brand in the future, positively or negatively.

Being a strategic designer means being cognisant of what is happening around you in the present whilst realising that a brand is a growing, living entity that needs to be nurtured, developed and evolved.

- Name Generation
- Concept Development
- Brainstorming
- Copywriting
- Campaign Ideas



The importance of creating a brand that is memorable, conceptually strong and strategically relevant is vital to the future of a brand. The design process should involve research and insight into competitors, the history and audience of a brand as well as its future goals and intended messages.

Breathing life into a logo and the corporate identity visual language that supports the brand is always an enriching experience for me. I enjoy the journey of translating a brand across all the major touchpoints through the use of typography, colours and imagery thus activating the brands essence and ethos.

- Research & Insight
- Logo Rejuvenation & Creation
- Visual Language Development
- Corporate Identity Roll-out
- CI Manual Design



The organising of information, formulation of inspired ideas and injecting strategic relevance and interest into every project is only a small part of the design journey Mrs Smith embarks on with clients.

- Annual Reports
- Corporate Profiles
- Business Stationery
- Brand Campaigns
- Posters
- Marketing Collateral
- Branded Merchandise
- Infographics
- Billboards
- Packaging & Point of sale
- Powerpoint Templates
- Electronic brochures
- WordPress Websites

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## EXPERIENCE

### Owner at Mrs Smith

*March 2011 - Present*

Mrs Smith is a boutique strategic branding and design consultancy in Johannesburg, South Africa run and owned by Lauren Heather Smith. With a passion and unquenchable enthusiasm for design, I started Mrs Smith in March 2011 as a design house that offers world-class, award winning design solutions that are strategically focused and creatively relevant.

Mrs Smith aims to provide clients with a full service offering including logo and identity design, corporate identity manuals and guidelines, branding, website design, corporate communications, annual reports, campaigns and more. Mrs Smith believes that good design can make a real difference and that any product or service will benefit from good, well thought out, strategically relevant and inspired design. Mrs Smith is founded on the principles of integrity, passion, honesty and a desire to deliver the highest quality work, every time. Mrs Smith is passionate about design and passionate about life.

*A few of the clients, agencies and brands I am honoured to have worked with:*

- Brand Union
- Lattitude
- HKLM Group
- Openco
- Creative Vision
- Breinstorm Brand Architects
- Barclays Africa
- Cub3d Consulting
- JansenHarris (Dubai)
- The RCS Group
- Diagnostech
- RWW Engineering
- Kat's Café
- Stones Marine Timber (UK)
- University of Johannesburg (UJ)
- Signage Production Studios
- Showentell
- Vertopia
- Deeper Life (USA)
- SABPP
- Robia Ministries (USA)
- Art-Movie-Book
- Van Riel Developers
- Cornerstone Performance Solutions
- O'Brien Design
- YLED
- Vhutshilo Brands
- Nitralife
- BSA Holdings
- Royal Thonga Safari Lodge
- Syrex
- SMD Technologies
- Knockerdoodle
- MDQ Associates
- Fasture
- Society Eatery & Craftbar



### Senior Designer at Studio 5 Graphic Design

*July 2009 - February 2011 (1 year 8 months)*

*Clients I worked on whilst at Studio 5: FNB, Vodacom, Peace Parks Foundation, Discovery Health, Wesizwe, MIC (Mineworkers Investment Company), Sasol, FirstRand, Advtech, D'Lovely, Pick n Pay, RAH*

### Creative Director at HKLM

*July 2008 - June 2009 (1 year)*

*Clients I worked on whilst at HKLM Exchange: Kumba Resources, Cotlands, Just Footprints Foundation, JSE (Johannesburg Stock Exchange), AECL, Imperial Holdings, Menlyn Maine, Metrofile, Transnet, iThemba*

### Designer at HKLM

*January 2004 - June 2008 (4 years 6 months)*

*Clients I worked on whilst at HKLM: Nedbank, Menlyn Maine, Barloworld, Baglios, Huizemark, Wrigley, Investec, Blacksnaw, Global Food Industries (Dubai), Dubai Festival City (Dubai), Cotlands, Emperors Palace, Peermont Global Resorts, Moneygram, Quietbrooke, Sharklife, Amagcisa, Reunert*

### Junior Designer at Enterprise IG (Now Brand Union)

*November 2001 - December 2003 (2 years 2 months)*

*Clients I worked on whilst at Enterprise IG: Madinat Jumeirah (Dubai), Royal Mirage (Dubai), Ushaka Marine World (Durban), Mirage Mille, Kine Tiny, ABSA, Eskom, Tiger Brands, Conoil (Nigeria), Oando (Nigeria), Unilever, Cell C, and Nedbank*



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## ACHIEVEMENTS & AWARDS



5 logos & 1 'Top 10 pick' in  
LOGOLOUNGE BOOK 10



1 logo featured in  
LOGOLOUNGE TREND REPORT 2015



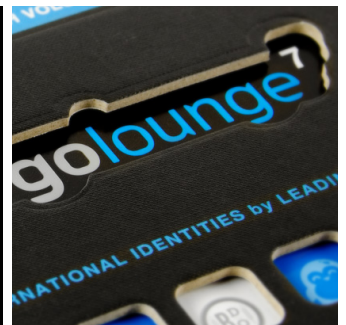
1 logo featured on  
BRANDING SERVED



1 logo featured in  
LOGOLOUNGE BOOK 8



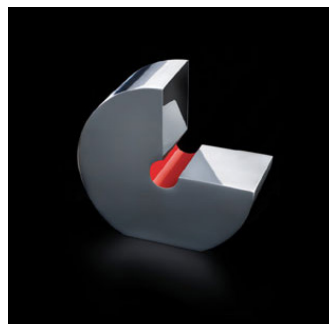
1 logo featured in  
LOGOLOUNGE TREND REPORT 2013



4 logos featured in  
LOGOLOUNGE BOOK 7



Annual Report Merit Award  
ANTALIS ART OF DESIGN AWARDS



Silver Award  
GRAPHIS ANNUAL REPORTS 2016



Annual Report Finalist  
LOERIES 2015

## EDUCATION

### Greenside Design Center: College of Design

NDiploma Higher Education, Graphic Design  
1999 - 2001  
Validated by Nottingham Trent University, UK

### Ferndale High School

1994 - 1998  
Matriculated with University Exemption, 1998