



# Steven Felmore

Design • Illustration • Finished Art • Management

email: [stevenfelmore@gmail.com](mailto:stevenfelmore@gmail.com) • web: [stevenfelmore.com](http://stevenfelmore.com)

## Introduction

My career has involved Illustration, Book Design, DTP Finished Art and Management. For the past 7 years I have been employed at Berge Farrell doing packaging illustration, Finished Art and 3D presentation. Before this period, I was more involved in studio management and Book / Annual Report design. As a result I now have a versatile repertoire of skills and experience that permits me the flexibility to fulfill a wide range of requirements.

Due to company policy I have had to take early retirement and I am therefore immediately available for a quality job opportunity of 3-5 years in a responsible and rewarding situation.

I aspire to maintain and deliver quality despite limiting budgets and tight deadlines - by fully understanding the client's and studio's needs. It is through the creative use of lateral thinking, talent and technology, with considered personal communication - to not only ensure a happy client with excellent work, but an enhancement of the credibility of the studio and the guarantee of future work from that client.

## Quotations

**Steven Berge** (Creative Director and Founder of Berge Farrell):

*"It has been a pleasure working with someone who takes their work as seriously as you clearly do. You are one of the people who have defined who we are and will always top our go-to list when outsourcing".*

**Avril Kinsey** (Director of the Cape Town Academy of Music):

*"Steven Felmore is a multi-talented illustrator, graphic artist and designer, with an immense amount of experience in a wide variety of contexts. He has designed the Cape Town Academy of Music logos, websites, and marketing materials for several years. He is superb to work with and is more than generous with his time and expertise. He takes great care to address the concerns of his client. Highly recommended in every way. Thank you Steven for your impeccable work. "*

## Portfolio

I have a detailed website Portfolio at: [stevenfelmore.com](http://stevenfelmore.com)

## Skills

Generally I combine traditional media with digital - my hand-drawn illustrations are scanned and completed in Photoshop using a Wacom digitiser.

**Adobe Illustrator** - label and logo design, vector illustration and Finished Art.

**Photoshop** - Illustration and Finished Art.

**Indesign (CS6)** - Book and Annual Report, presentations for Acrobat.

**Painter** - simulation of traditional media.

**Maxon Cinema 4d (16)** - 3D renderings and presentations.

**Dreamweaver and Wordpress** - Web site design, working knowledge of CSS.



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## History

1978 - 1980 MASKEW MILLER EDUCATIONAL PUBLISHER.

Book Design and Design Studio Manager.

1980 - 1983 PRINTPAK PACKAGING

Packaging Finished Art, Design and Lithography.

1983 - 1988 JANICE ASHBEY DESIGN STUDIO

Finished Art Studio Manager and Illustrator.

1988 - 1999 ROSE DENDY YOUNG DESIGN STUDIO

Finished Art Studio Manager. Finished art, illustration.

1998 - 1999 HATRABBIT (Pty) Ltd

A short-lived version of Rose Dendy Young Studio.

1999 FELMOREART

Packaging illustration, Brochure and Annual Report work. Awarded tender for Cango Caves Interpretive centre.

2000 - 2006 NEW HOLLAND SOUTH AFRICA INTERNATIONAL DIVISION (NHP)

Senior Book Designer , Managing Art Editor for "Dorling Kindersley Travel Guide to Turkey"

2006 GRAPHICOR (CAPE)

Senior Designer. Financial Advertising, Annual Reports and brochures.

2007 - 2015 BERGE FARRELL (Pty)Ltd

Senior Finished Artist and Illustrator: Food packaging and Beverage labels for SAB Miller (Pty) Ltd., SAB Miller Africa, Royco, Tastic, Pick n Pay.

Given early retirement.

## Interests

My main interests are oil painting and nature. Living on the mountain in Glencairn has afforded me many opportunities to observe Nature and has been instrumental in my completion of the "Fynbos Suite" series which can be viewed on [stevenfelmore.com](http://stevenfelmore.com).

I also enjoy playing Classical guitar and a good quality glass of wine, possibly due to the many wine labels that I have illustrated over the years. There is a more in depth philosophy page on my website.