



Steven Felmore

Design • Illustration • 3D rendering

15 Cockburn Close • Glencairn • Cel 078 9389919 • Home 021 7828857

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Introduction

My career has involved Illustration, Book and Packaging Design, Finished Art and Project Management.

For the past 4 years I have been employed at Bravo Design doing packaging and label design and illustration, Finished Art and 3D presentation.

Before Bravo, I was an Art Editor and Book / Annual Report designer. As a result I have a versatile repertoire of skills and experience that would allow me to enter anything within Packaging or Publishing. From a creative viewpoint I am a skilled illustrator and book/packaging designer and can mentor young designers.

I aspire to balance quality with efficiency - by understanding the client's needs in the context of time available and budget - and combining traditional skills with technology.

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..."

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."

Portfolio

I have an illustration website Portfolio at: stevenfelmore.com

For a more general portfolio of all my historic work, I can supply a **Portfolio PDF**.

Skills

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

Adobe Photoshop - Illustration and Finished Art.

Adobe Indesign - Book and Annual Report, presentations for Acrobat.

Painter - simulation of traditional media.

Maxon Cinema 4d - 3D renderings and presentations.

Wordpress - Web site design.



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Short 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 ASHBAY DESIGN STUDIO**

Finished Art Studio Manager and Illustrator.

1988 - 1999 **ROSE DENDY YOUNG DESIGN STUDIO / HATRABBIT**

Finished Art Studio Manager. Finished art, illustration.

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.

2016 - present **BRAVO DESIGN (Pty)Ltd**

Senior Designer and Illustrator: Wine, Whisky and Brandy label design and illustration, Gift box design and 3d presentation.

Interests

My main interests are oil painting, nature and Music. Living on the mountain in Glencairn has afforded me the opportunity to observe Nature and has been instrumental in my "Fynbos Suite" series which can be viewed on 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 designed over the years. There is a more in depth philosophy page on my website.