

HELLO, I AM

Shanna Alva

Your Branding Fairy Godmother

Art Director • Graphic Designer • Illustrator • Photographer

Experienced Creative Director with a passion for crafting strategic brand identities and compelling visual campaigns. Proven ability to lead multi-disciplinary teams, deliver innovative solutions, and thrive in fast-paced environments. From start-ups to global brands, I transform creative vision into tangible success – and have some quirky stories from my freelance adventures to prove it.

About Me:

Hi, I'm Shanna Alva, a creative specialist with an artist's soul and a knack for transforming ideas into impactful visuals. I've been an artist since I could hold a crayon and this lifelong passion, backed by years of formal training and hard-earned experience, fuels my love for brand identity and illustration. Need a creative challenge solved with flair? My portfolio speaks for itself. But to really see why I'm the creative force you need, let's chat. I'm armed with wit, dynamic ideas, and (let's be honest) an undeniable talent for design. Coffee's on me.

Bonus: True to my Leo spirit (with a dash of Aquarius moon), I'm always up for an adventure. Whether I'm collaborating from my fully-equipped studio or channelling my inner digital nomad, my creativity knows no bounds. Oh, and if you're into Vikings, documentaries, and the occasional yoga session under the moon, we'll get along just fine.

Personal Interests:

-  Artist
-  Traveler
-  DIY
-  Gardener
-  Gym
-  Foodie

As a lifelong student of the world with a slightly eclectic taste and sketchbook in tow, I'm always prepared for inspiration to strike. I have immersed myself in learning many things, from formal workshops to life experiences. From the thrill of sales to the stillness of yoga, I seek experiences that challenge and inspire me. I chase light with acclaimed photographers, art direct on film sets, delve into the art of horoscopes, and explore the physical limits of weight training. Oh, and I once even learnt how to medieval sword fight – great for water cooler chit-chat, terrible for office disputes. My travels have given me a treasure trove of weird and wonderful tales of exotic foods and adventures. Meet me at the water cooler and let's swap stories – I bet mine are weirder.



20
Years of Experience

12
Years Freelance Experience

FULLY
EQUIPPED
Digital Nomad
STUDIO



Some of the Big Brands I Have Worked On

- NetFlorist
- IBM
- Mr. Min
- RANBAXY
- MITSUBISHI MOTORS
- Microsoft
- jacarandafm
- TERIOS
- JAWITZ PROPERTIES
- NUROFEN
- South African NATIONAL PARKS
- GAVISCON
- Reckitt Benckiser

Portfolio

Work With Me

Selected Work Experience:

THE GUILD

Studio Manager & Senior Graphic Designer • 2001 - 2006 • Joburg

- Led a small team, nurtured creative talent, and ensured smooth studio operations.
- Developed strategic marketing plans and campaigns for diverse industries.
- Honed leadership skills and balanced creative vision with practical management.

VISUAL IGNITION

Senior Graphic Designer • 2007 - 2010 • Johannesburg

- Crafted innovative design and marketing solutions tailored to clients.
- Gained hands-on experience in running a dynamic design business.
- Specialized in branding design, particularly for start-ups.

TIMESQUARE ADVERTISING

Creative Director • 2010 - 2011 • Johannesburg

- Spearheaded creative solutions for high-profile clients across various industries.
- Developed and led a large team, fostering inspiration and maintaining high standards.
- Excelled in high-pressure pitch environments and enjoyed contributing to TV campaigns.

MARKETING HUB

Creative Director • Various Dates • Johannesburg

- Translated business objectives into impactful brand identities, both BTL and digital.
- Collaborated with teams and clients to deliver high-concept marketing projects.
- Managed timelines, photography, and digital marketing campaigns.

FREELANCE

Freelance Creative • Various Dates • International

- Cultivated versatility and adaptability through diverse projects and international clients.
- Traveled extensively, expanding creative and cultural horizons.
- Sharpened time management, communication skills, and on-the-go problem-solving.

Education:

SECONDARY

National School of The Arts (1995-1998) Highest Level Passed: National Senior Certificate. Subjects Taken: English, Afrikaans, Art of drawing, Two Dimensional Design (Painting, Design, Printmaking), Three Dimensional Design (Sculpture, Jewelry), Computer Graphics, Illustration & Photography.

TERTIARY

AAA School of Advertising (1999-2000) Course Completed: 3 year Degree in Visual Communications with specialisation in Art Direction. Completed the course in two years due to exemption for first year.

VEGA The brand communication school, (Oct 2004) Course Completed: Higher Certificate in HTML and Dreamweaver.

Skill Set:



Designer



Photograph



Leader



Speaker



Conceptual



Strategic

Design Software

Adobe Photoshop ●●●●●●●●●●

Adobe Indesign ●●●●●●●●●●

Adobe Illustrator ●●●●●●●●●●

Presentation Software

Microsoft Power Point ●●●●●●●●●●

Keynote ●●●●●●●●●●

Office Software

Microsoft Office ●●●●●●●●●●

Some of the Brands I Have Freelanced for



Cecil Nurse.



ROOT



BLUEGROUND & ASSOCIATES

dark matter studios



PLASTIC DUCK ARMADA

References:

"Never have I worked with a more innovative or reliable Creative Director"

Meren Reddy • Director Rous House Productions • merenreddy@gmail.com

"Shanna is more than a designer, we found that she brings ideas and strategic intent into her design. This elevates the communication to new heights of understanding."

Simon Crawford • Owner Blueground & Acc. • simon@blueground.co.za

"Shanna is one of the most passionate and talented people I have ever had the pleasure of working with. She has the eye of a true artist and the spirit of a revolutionary."

Matthew Besseling • Managing Director Plastic Duck Armada • matt@thearmada.co.za

"Highly recommend Shanna for creative projects. She is professional, organized, excellent with pressure and a solutions-oriented thinker. Shanna is also fun to work with which adds enjoyment to project collab."

Kim Thornton • Marketing and Communications Consultant • kimthornton00@gmail.com

"I worked with Shanna on a number of projects and her creativity and insight on the merging of copy, branding and aesthetic specific to the mood required was always on point. Involving her early & keeping the lines of communication open created a healthy push and pull of ideas and getting to the point where Shanna owned the concept imagery despite my many notes and often times overreaching is a testament to her collaborative spirit"

Luke Rous • Director Rous House Productions • luke@roushouse.co.za

"Gorgeous Woman, thank you so much for bringing my vision into reality! You re incredible! Lot's of Luv #sexonpaper"

Roxy Carstens • Spiritual Coach • roxy@alignedwithpurpose.co.za

"Shanna designed my logo and gave me amazing advice on my brand! She took time to get to know me and understand who I truly am in order to build a brand and designs authentically around my ethics, themes, personality and business vision. I would suggest Shanna to anyone who wants designs for their brand that will exceed their expectations."

Mary-Anne Brink • Life Coach • brinkm@live.com

