



Eduan Viljoen

Designer & Art Director

Cape Town, South Africa

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Links

[Website](#) [LinkedIn](#)

[Instagram](#)

Languages

Afrikaans (Native)

English (Fluent)

About

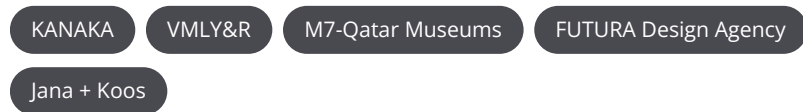
Art Director & Brand Designer | Open to Full-Time Opportunities

Passionate about breaking the traditional boundaries of specialisation, I integrate art direction, graphic design, motion graphics, and product photography to create holistic design solutions that elevate brands and engage audiences.

With 7 years of hands-on experience, I've collaborated with diverse clients, delivering exceptional work that exceeds expectations. From leading brands to startups, I've crafted compelling brand stories and impactful designs.

Based in Cape Town, I'm eager for new design adventures and open to relocation. At Qatar Museums, I contributed to M7's success through visually stunning design solutions, blending art direction, branding, product photography, and motion graphics.

BRANDS WORKED WITH



Experience



MID-WEIGHT ART DIRECTOR

KANAKA | Jan 2021 - Now

I frequently collaborate with the KANAKA team on various branding projects, ranging from crafting visual identities for emerging talents such as PINDA, a promising furniture designer, to developing brands with a strong African focus.

KEY RESPONSIBILITIES:

- Brand Design
- Visual Identities
- Motion Graphic Guidelines
- UX & UI design



MID-WEIGHT ART DIRECTOR

VMLY&R | Jan 2021 - Jan 2023

KEY RESPONSIBILITIES:

- Worked on Vodacom & VodaPay accounts, creating monthly content plans for social media
- Utilized motion graphics, graphic design, and illustration for social media content
- Designed print media for Out of Home & retail
- Designed a project nominated for a Loerie Award



DESIGN CONSULTANT

Qatar Museums | Jan 2020 - Now

KEY RESPONSIBILITIES:

- Design lead for M7, a design incubator under Qatar Museums
- Created visually appealing designs for exhibitions by Dior, Valentino, and Vitra Design Museums
- Featured in Vogue Arabia for collaboration project "The Collective" with Printemps Doha
- Designed Arabic version of Logo Animation for Chaumet
- Social Post & Reel design
- Campaign Design
- Branding
- Print Design
- UX & UI Design

Recently featured in Vogue Arabia for the Collective logo design:
<https://en.vogue.me/fashion/the-collective-m7-print-emps-doha-qatar-based-designers-collection/>



● DESIGNER

Jana + Koos | Jun 2019 - Dec 2021

I supported Jana + Koos in their initial brand exploration for niche establishments such as hotels and cafes. My responsibilities included investigating potential avenues for logos, establishing the desired look and feel, and designing layouts to enhance brand cohesion.

KEY RESPONSIBILITIES:

- Brand Design
- Logo Design
- Colour Exploration
- Visual Identity Development
- Roll-out design
- Layout exploration
- Mock-Up design
- Event branding
- Brand Identity

Education & Training

2016 - 2019

● Vega School

Bachelor of Arts in Communication,