



Hello

My name is **Jeff Siepman**. I am currently an Associate Creative Director.
This is a brief introduction to me and my work.

hello@jeffsiepman.co.za

+27 073 451 4658

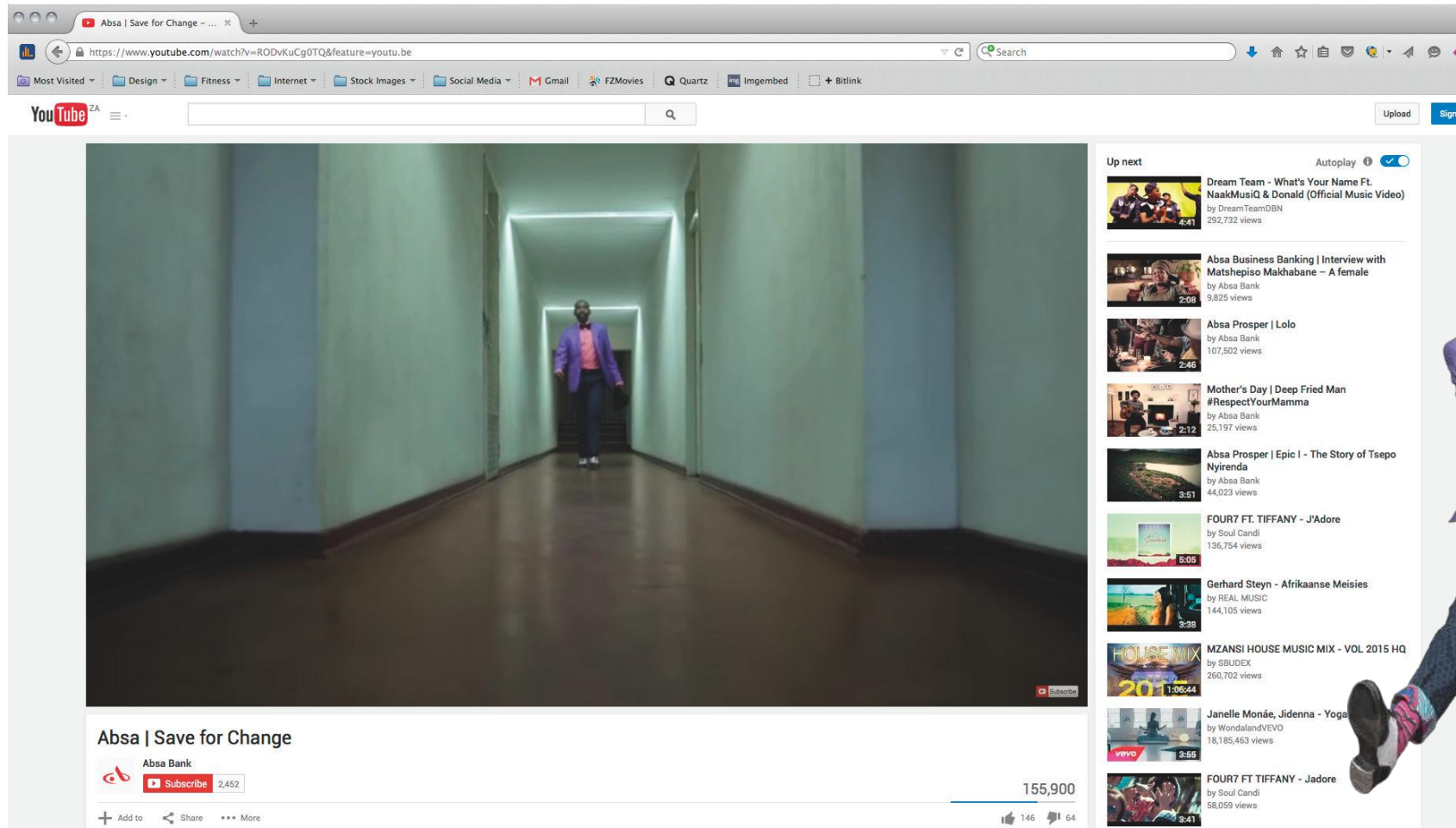
Profile.

An award-winning, experienced, self motivated and dedicated creative.

I have extensive expertise in all stages of digital art direction and design from conceptual through to launch and have build up a proven record of developing campaigns and digital experiences for some of the world's most recognised brands.

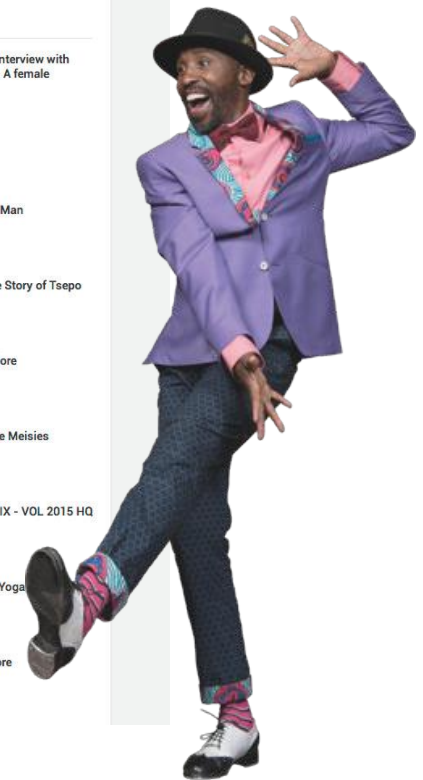
Small Change Makes Big Notes. A Music Video About Saving

Client: Absa Bank



www.absa.co.za/saveforchange

Music video can be seen on YouTube at <https://youtu.be/RODvKuCg0TQ>



April Fools' #Rooibokke

Client: Absa Bank



Before and after jersey edit.

Edit had to be extensive due to its up coming launch.

April Fools' #Rooibokke

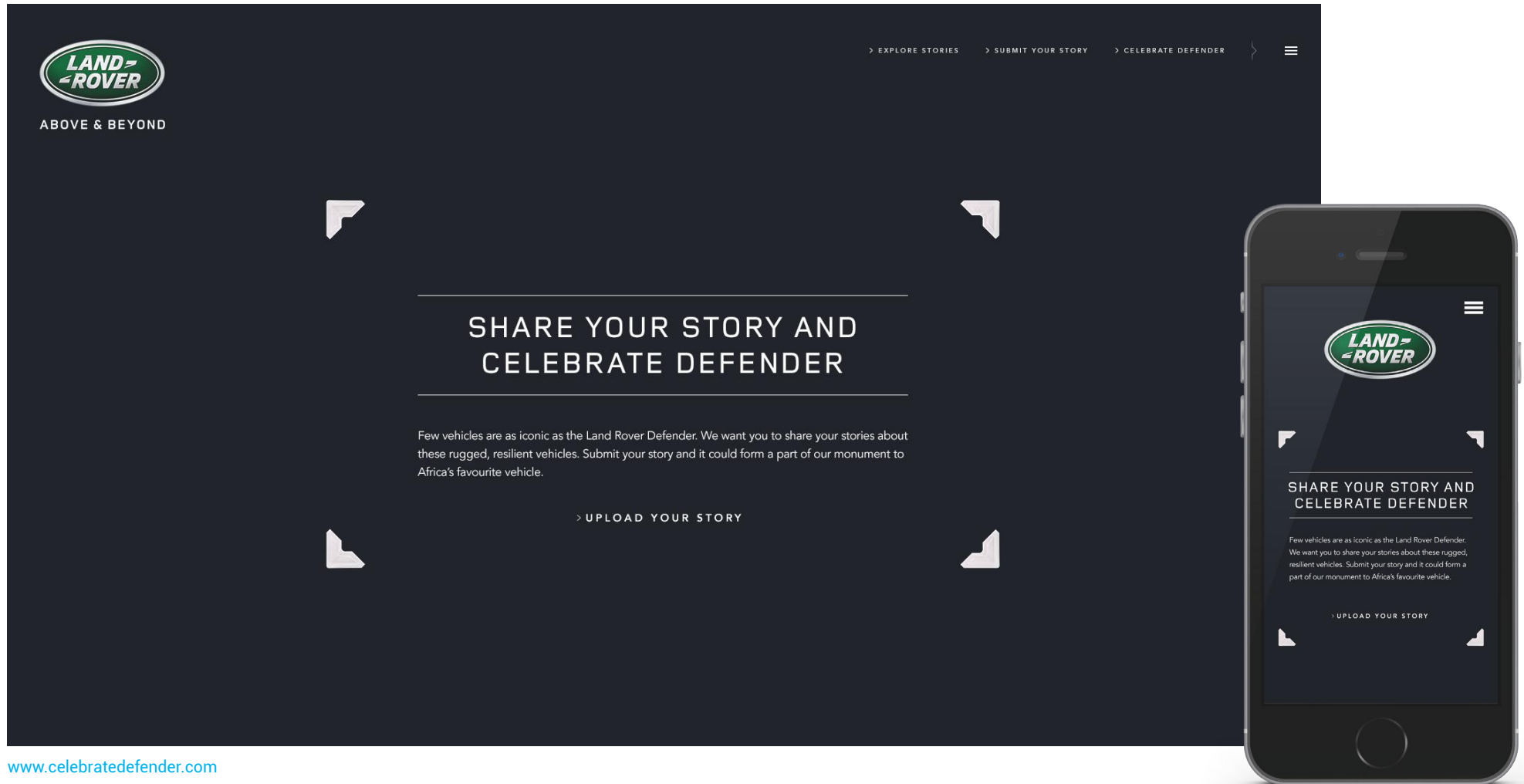
Client: Absa Bank



Social media posts for Absa and Partner channels.

Celebrate Defender Campaign Microsite.

Client: Jaguar Land Rover South Africa

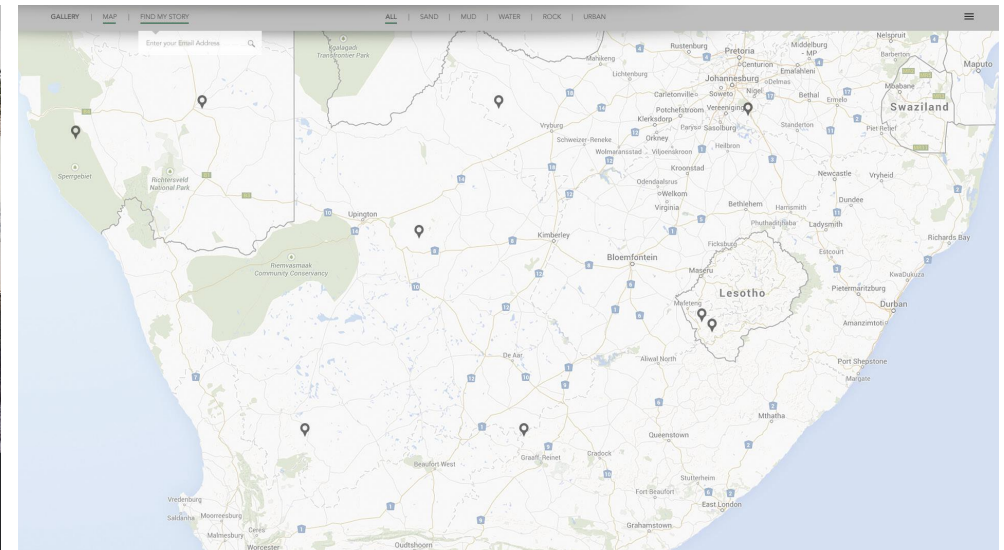


www.celebratedefender.com

Ad of the week winner

Celebrate Defender Campaign Microsite.

Client: Jaguar Land Rover South Africa

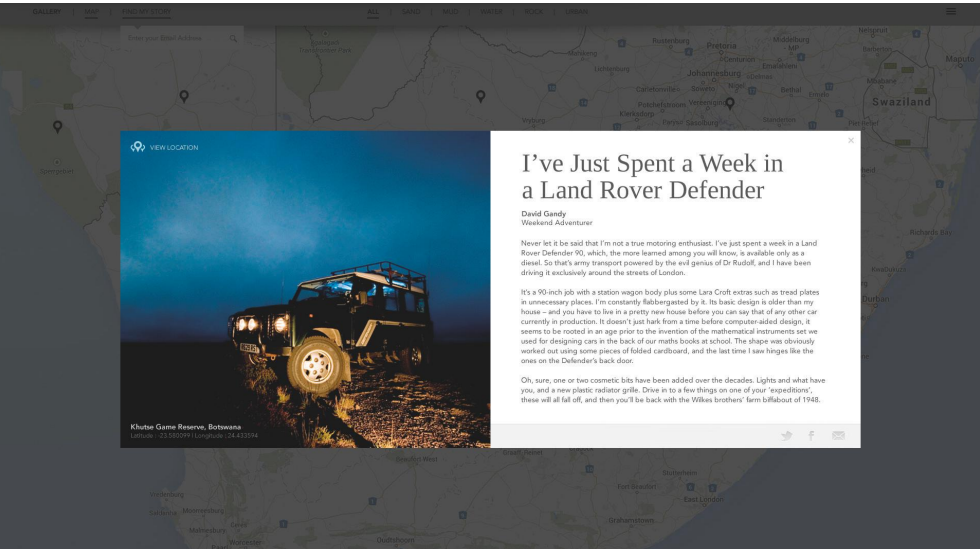


User submitted stories are viewable via standard or map views.

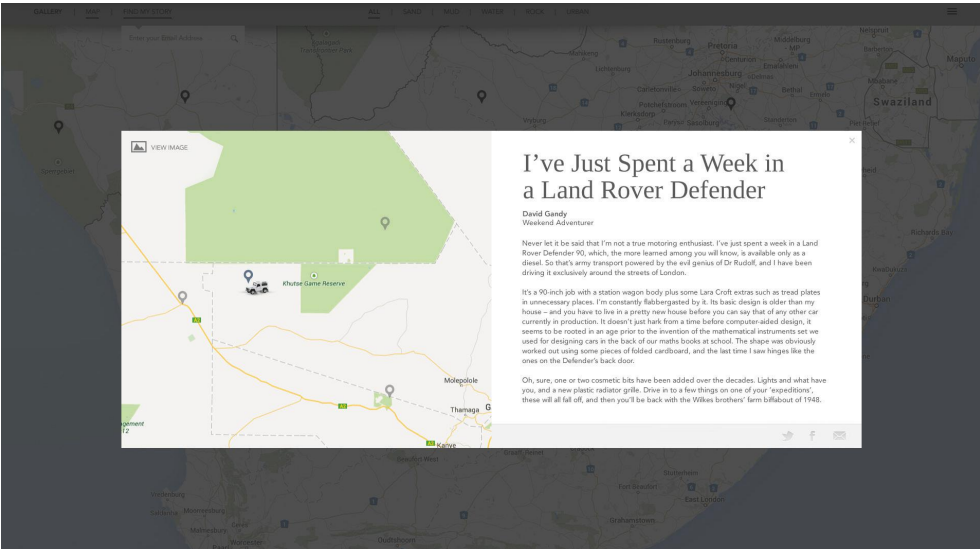
Additional stories loaded on the side scroll.

Celebrate Defender Campaign Microsite.

Client: Jaguar Land Rover South Africa

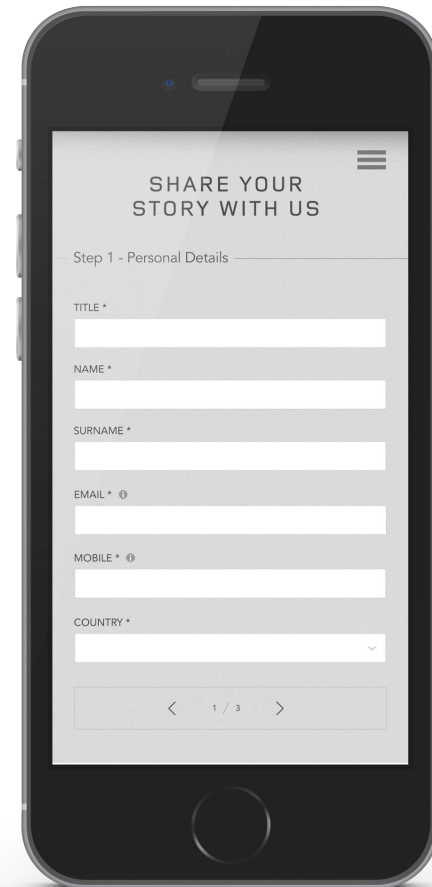


Stories showcase the uploaded visual or video while still allowing the user an option of seeing the map with a story specific pin (Land Rover vehicle).



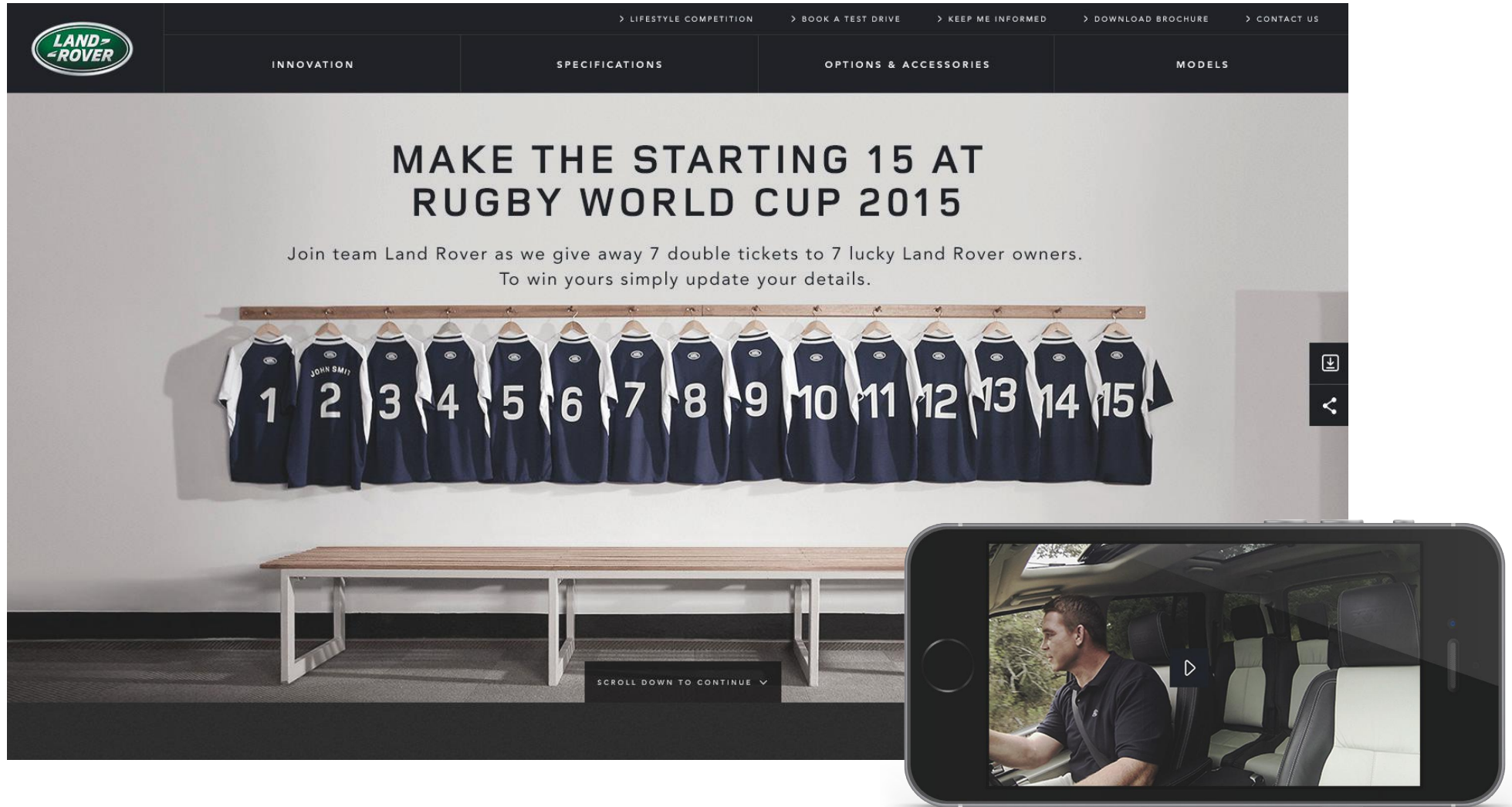
Celebrate Defender Campaign Microsite.

Client: Jaguar Land Rover South Africa



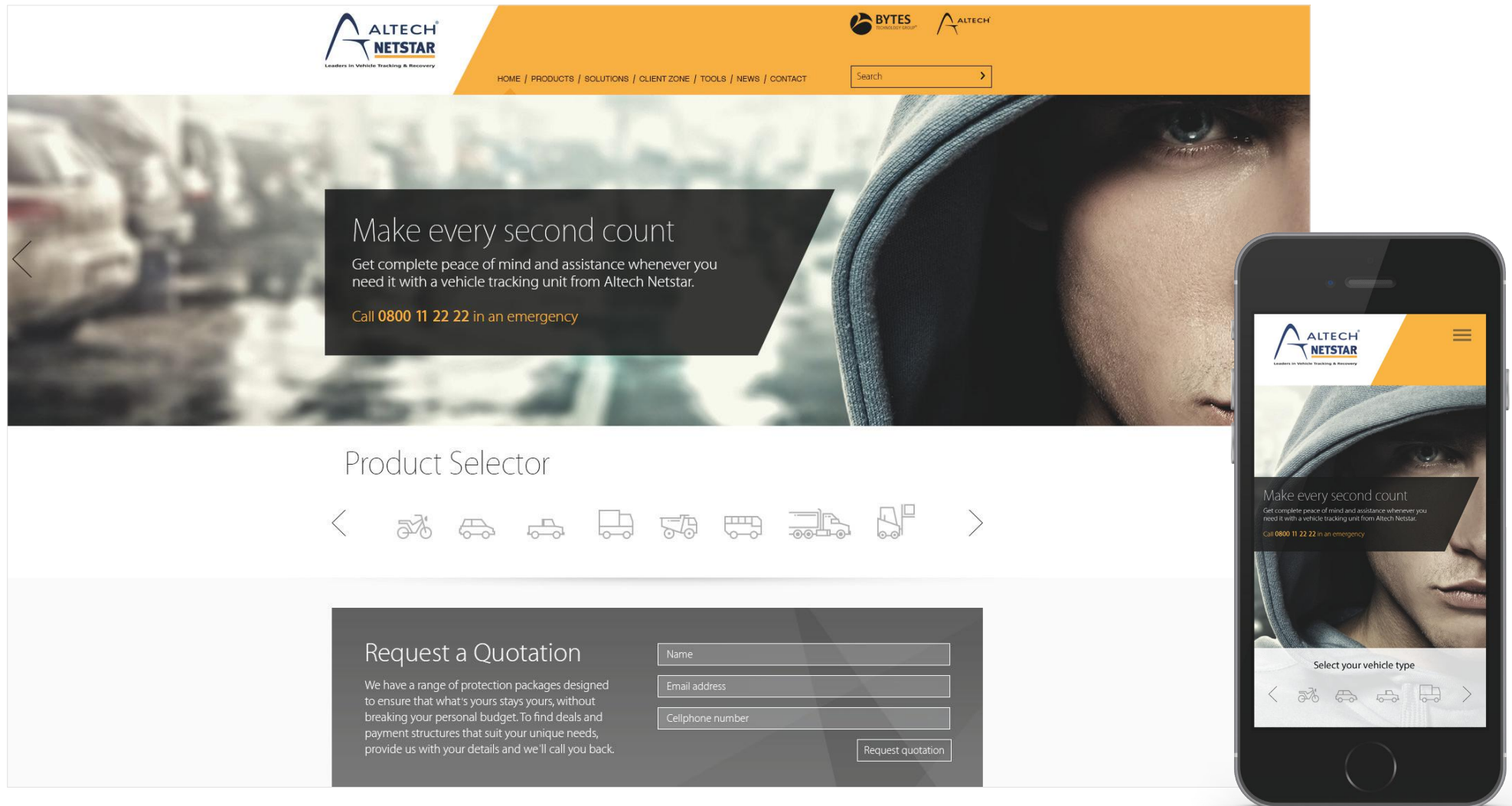
Land Rover Rugby World Cup - Campaign Page.

Client: Jaguar Land Rover South Africa



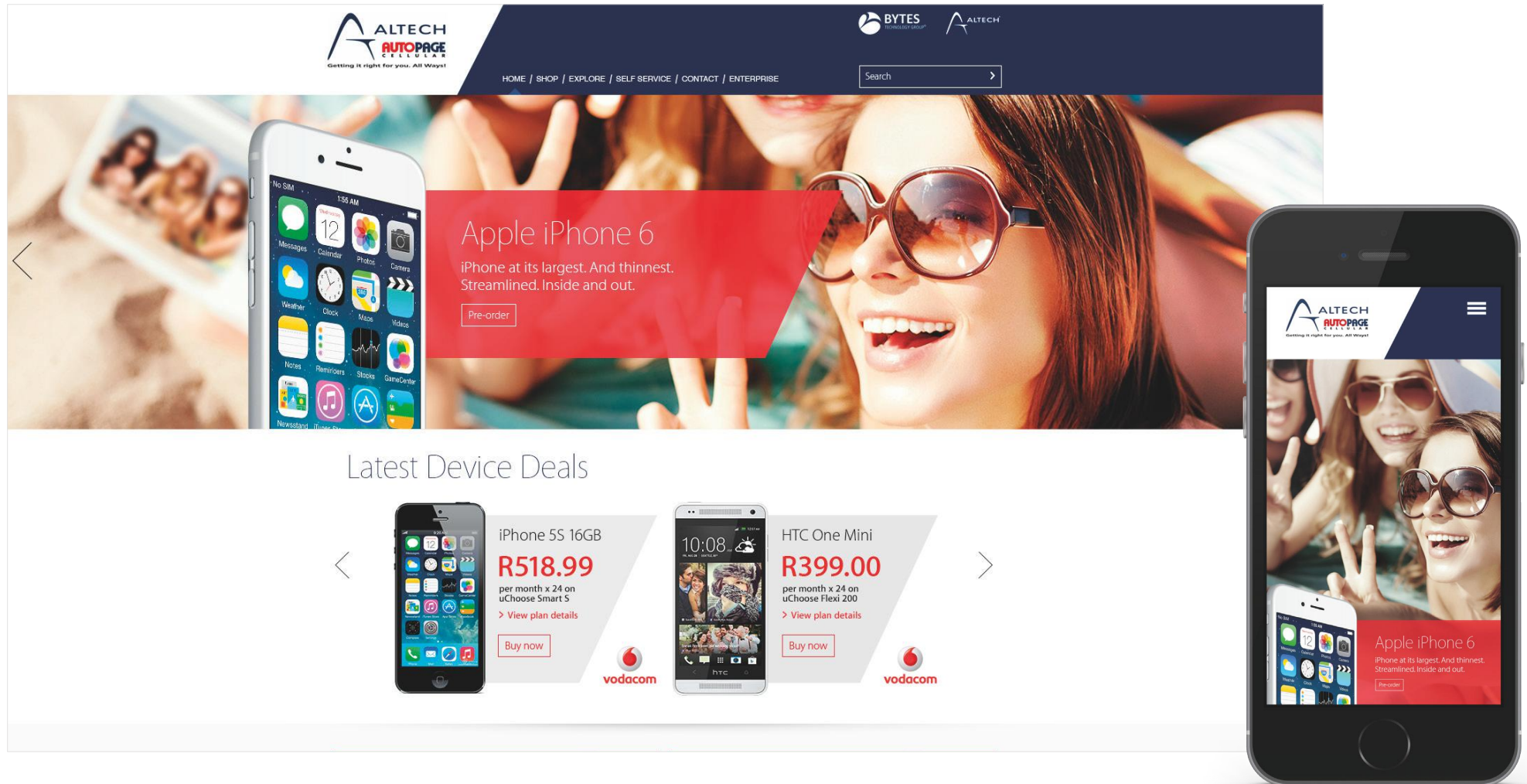
Altech Netstar - Website.

Client: Altron



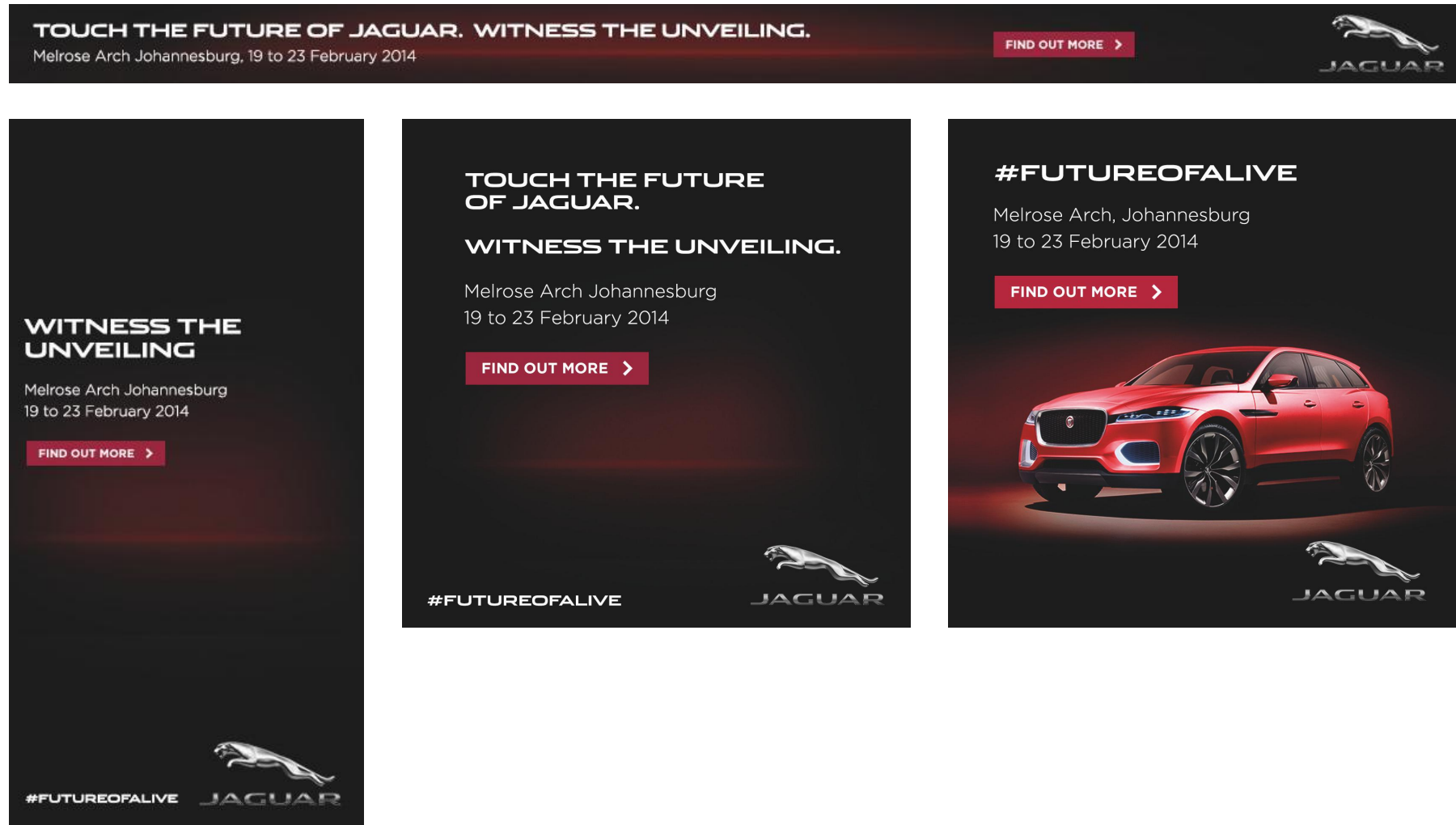
Altech Autopage - Website.

Client: Altron



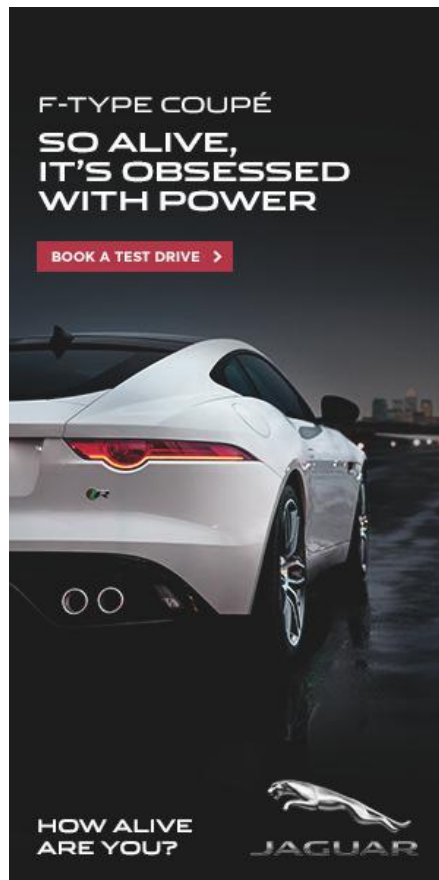
Future of Alive - CX17 Launch Banners.

Client: Jaguar Land Rover South Africa



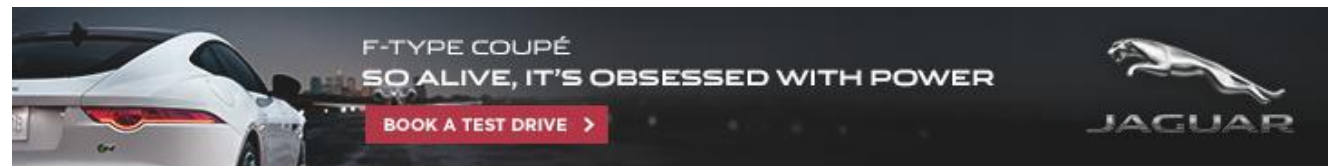
F-Type Coupé Launch Banners.

Client: Jaguar Land Rover South Africa



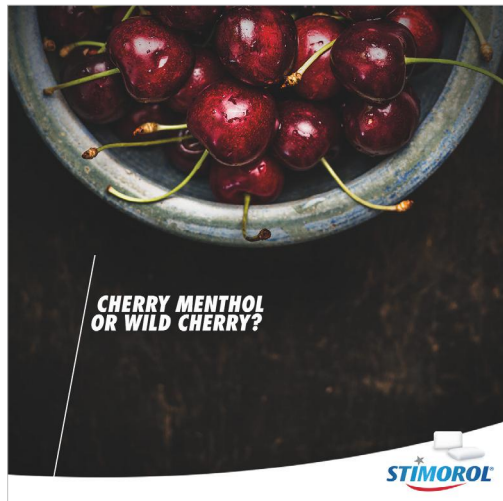
**SO ALIVE,
IT'S OBSESSED WITH POWER**

The F-TYPE Coupé is so alive, it's obsessed with power.
Producing 405 kW, it leaps from 0- 100km/h in just 4.2 seconds.



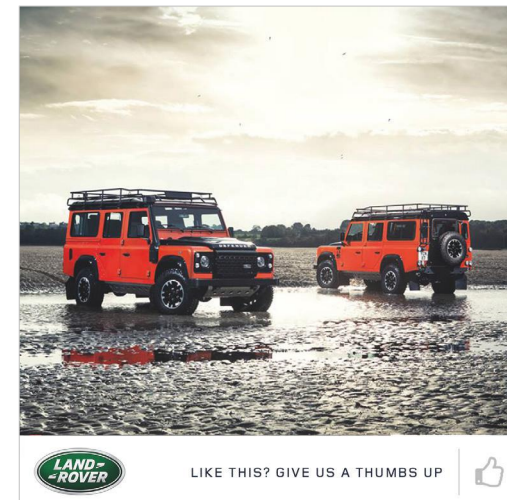
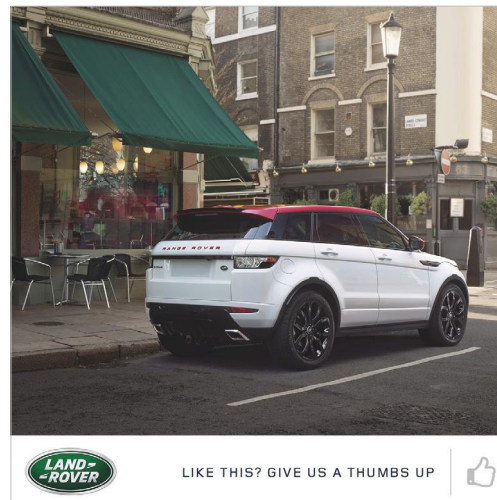
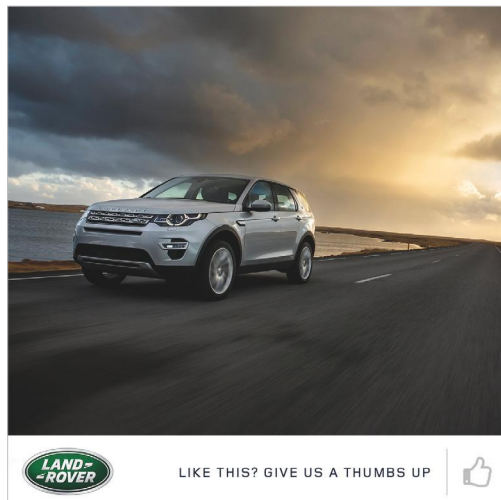
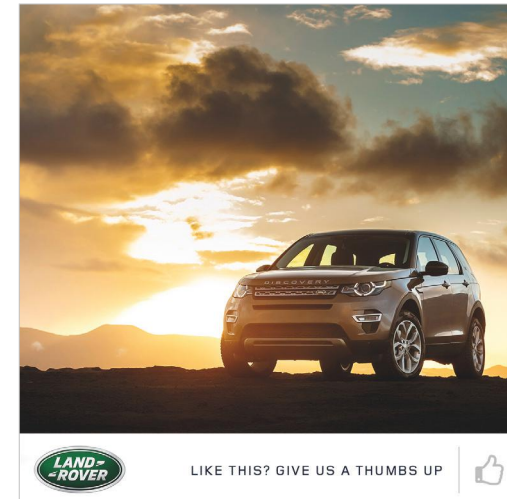
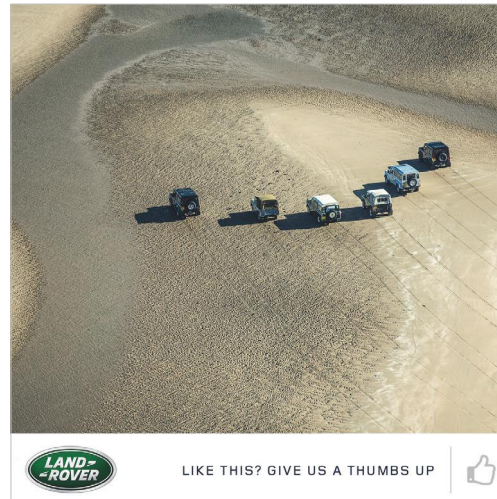
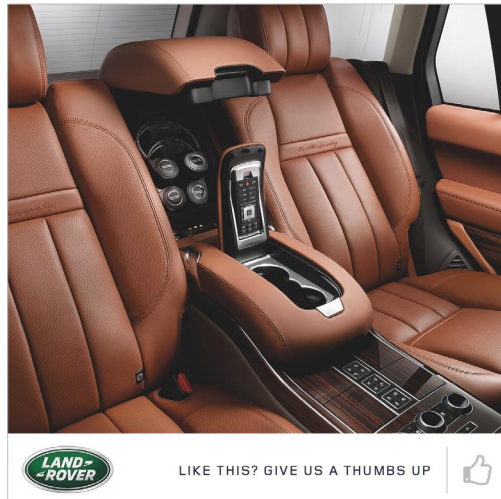
Stimorol Social Posts

Client: Mondelēz Pitch



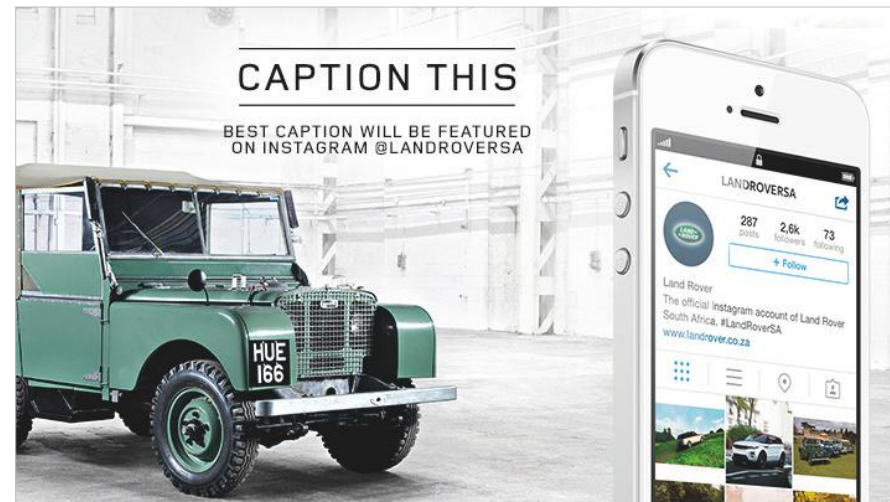
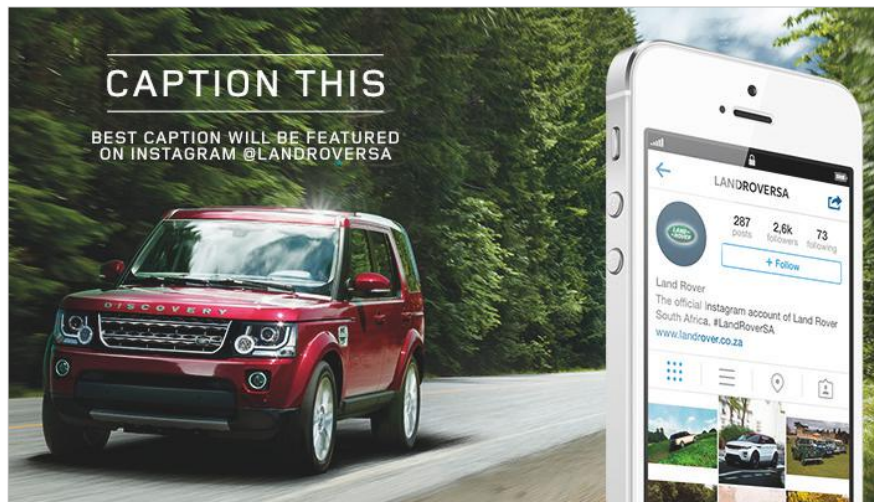
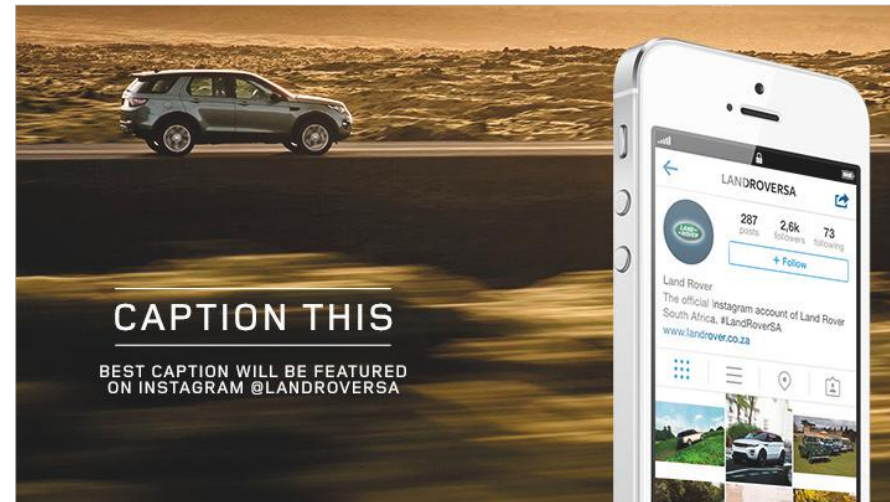
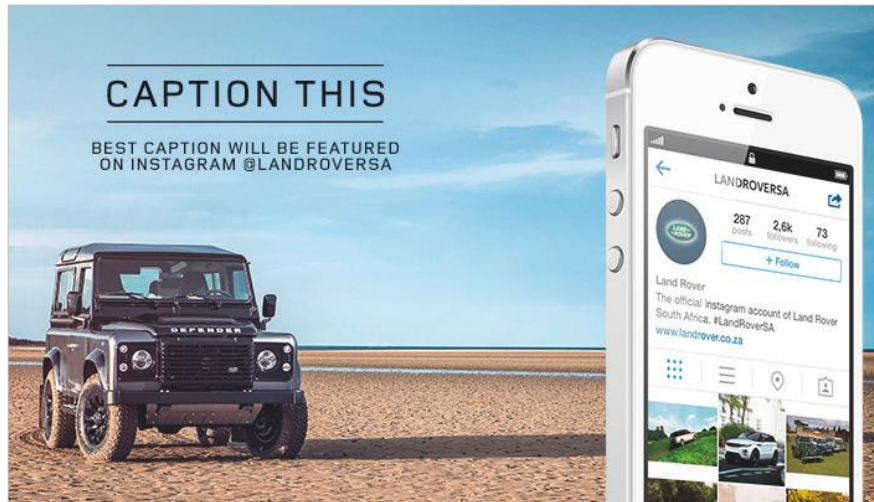
Land Rover Social Posts

Client: Jaguar Land Rover South Africa



Land Rover Social Posts

Client: Jaguar Land Rover South Africa



Recommendations.

Mark Schefermann

Director of Social, Strategy and Analytics

I had the pleasure of working with Jeff during my time at Base2. He is a phenomenal designer and art director. He has an immense passion for his craft and is always keen to try new things in the digital design sphere. One of Jeff's many talents is UX and Interface Design, he always ensures the design is aligned to the overall objectives and strategic insights. He is unbelievably committed and always willing to go the extra mile and a great team player. I thoroughly enjoyed working with Jeff and know that he will be a huge success no matter where his career path takes him.

James Nelson

Creative Director / Art Director

Jeff is an incredibly talented designer and art director. He's detail orientated, passionate and dedicated. In the 3 years that we worked together Jeff has conceptualised, directed and produced award winning work for top global brands such as Barclays and Land Rover. I would highly recommend Jeff to any future employers or clients.

Sue Faith Levy

C.I. / Marketing Manager at Copperleaf

I had the privilege of working with Jeff at Base2 on the Jaguar Land Rover account. Jeff is what I would call one of the best and most professional designers I have ever worked with.

His ideas, skills, creativity and understanding of change requests made working with him very pleasant. He is very knowledgeable when it comes to Brand CI, and he is perfectionist when it comes to his work as he makes sure that the clients needs are met with only the best. He definitely denotes a strong experience in the design field and a good person to have on a team.

Recommendations.

Haydn Corke

Copywriter at TBWA\Worldwide

When I started at Base2, Jeff took me under his wing and took it upon himself to push me to the heights that any intern would kill for. He pulled me onto campaigns and always insisted on helping me craft my student work. Not only was he the man to go to for his colleagues, but he insists on improving his team around him.

Cheryl Langbridge

Independent Public Relations Professional

Jeff is a very creative designer, but with an in depth understanding of producing a very practical product that meets the needs of the client and accurately portraying the desired values of the product or business.

Justin Hartman

Group Managing Director at iProspect

I first commissioned Jeff to do some work for my company in early 2005. I was completely amazed with the results I got and I've used Jeff on many an occasion to assist with web and graphic design jobs. His knowledge of the field and consistent track record make him one of the most reliable people to work with.

Thank you.

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+27 073 451 4658

Online portfolio available at www.jeffsiepman.co.za