

## illustration portfolio//: Daniel Grey

### About me

Freelance designer based in Auckland,  
New Zealand.

30-something, married, 2 kids.

Very Fast.

Very diverse range of styles.

I use AppleMac computers and I'm a Adobe  
Illustrator, PhotoShop and InDesign fanatic.

I specialise in print, corporate identity, illustration,  
packaging and digital design.

My full portfolio is available at  
[www.dmgadvertising.com](http://www.dmgadvertising.com)

This is only a bit of my illustration work

The Bean Counters - by Daniel Grey





A copy (drawn by me) of  
Woody Allen by my favourite  
cartoonist, Bill Plympton

Mark Knöpfler

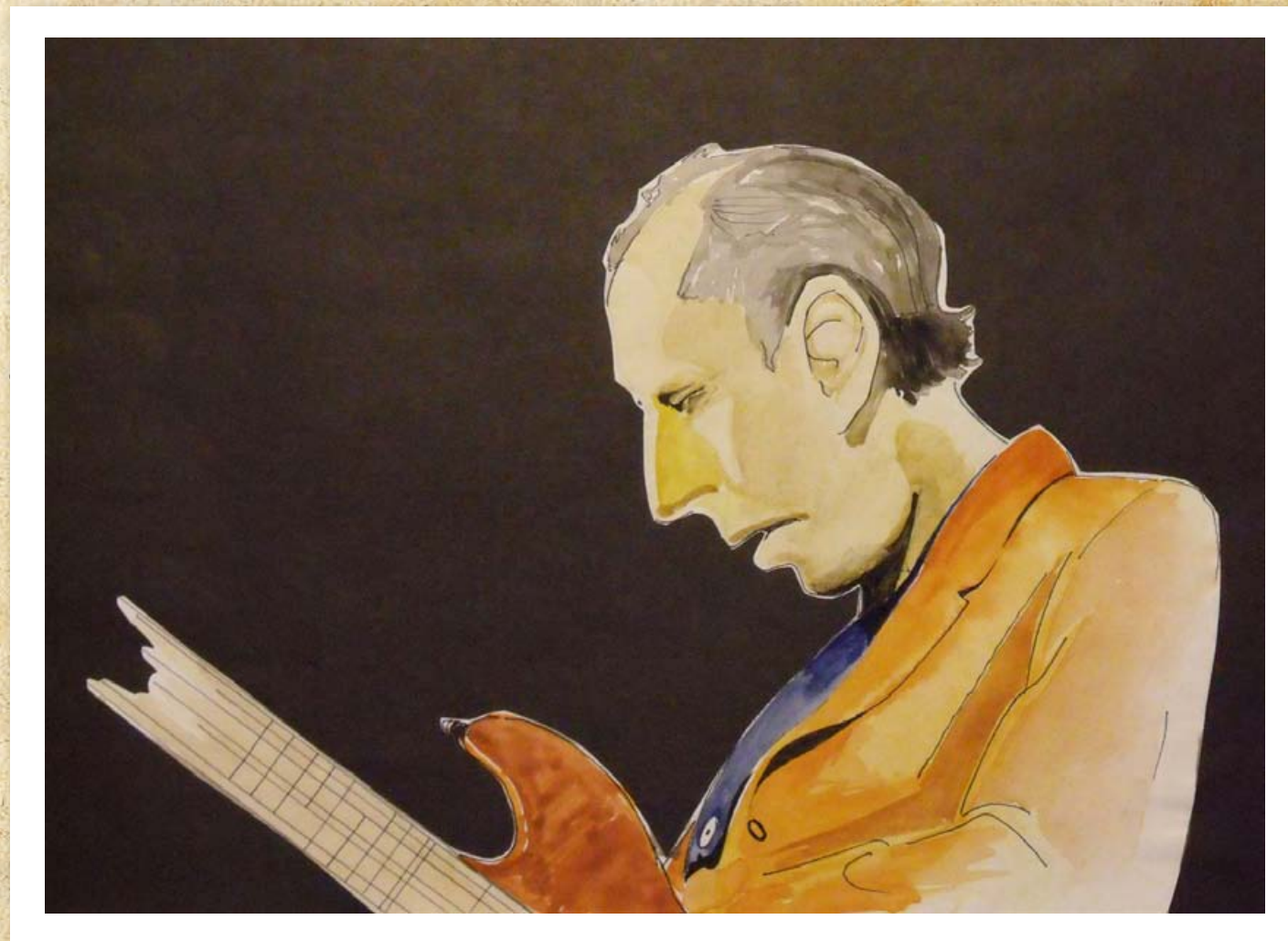
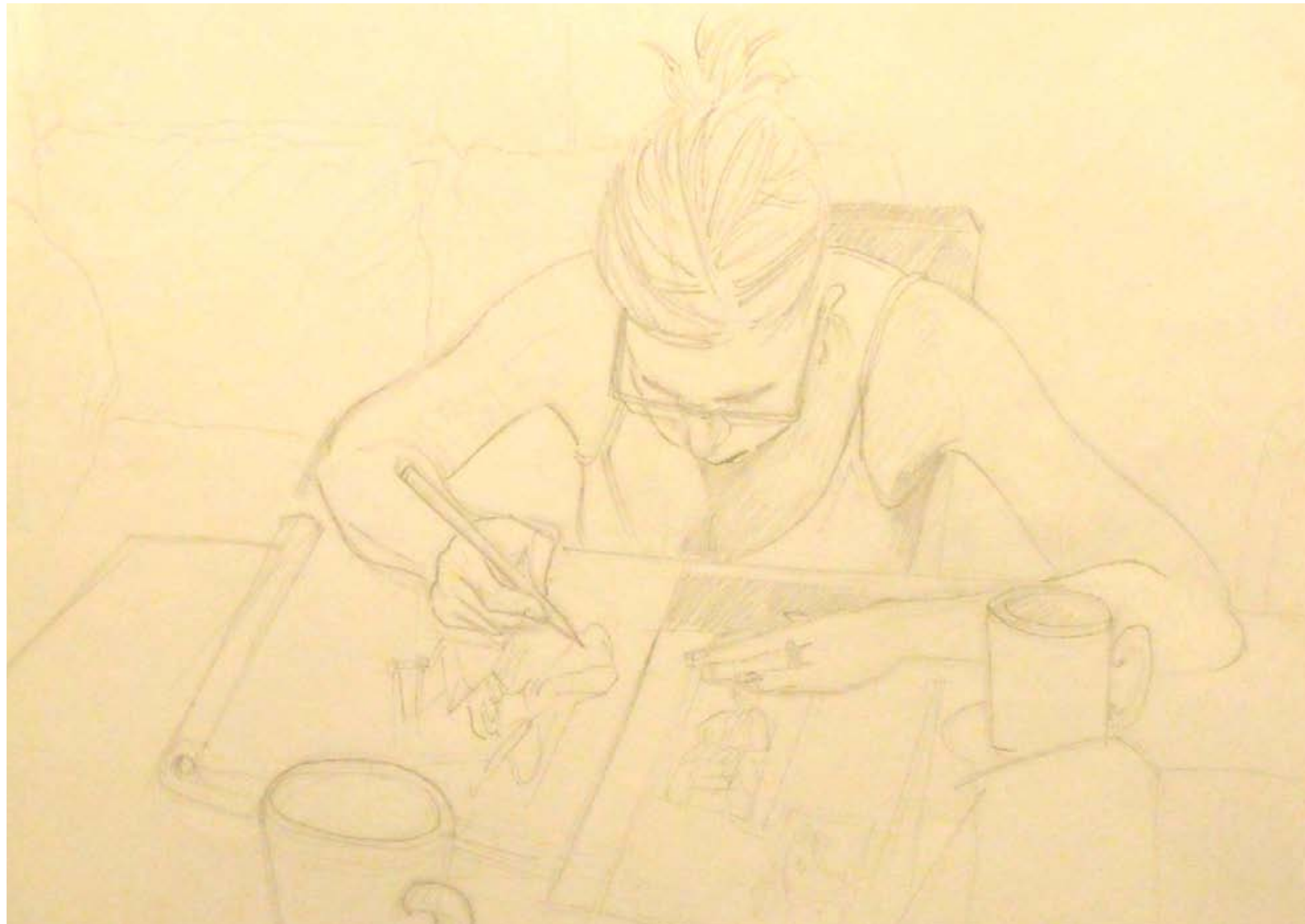


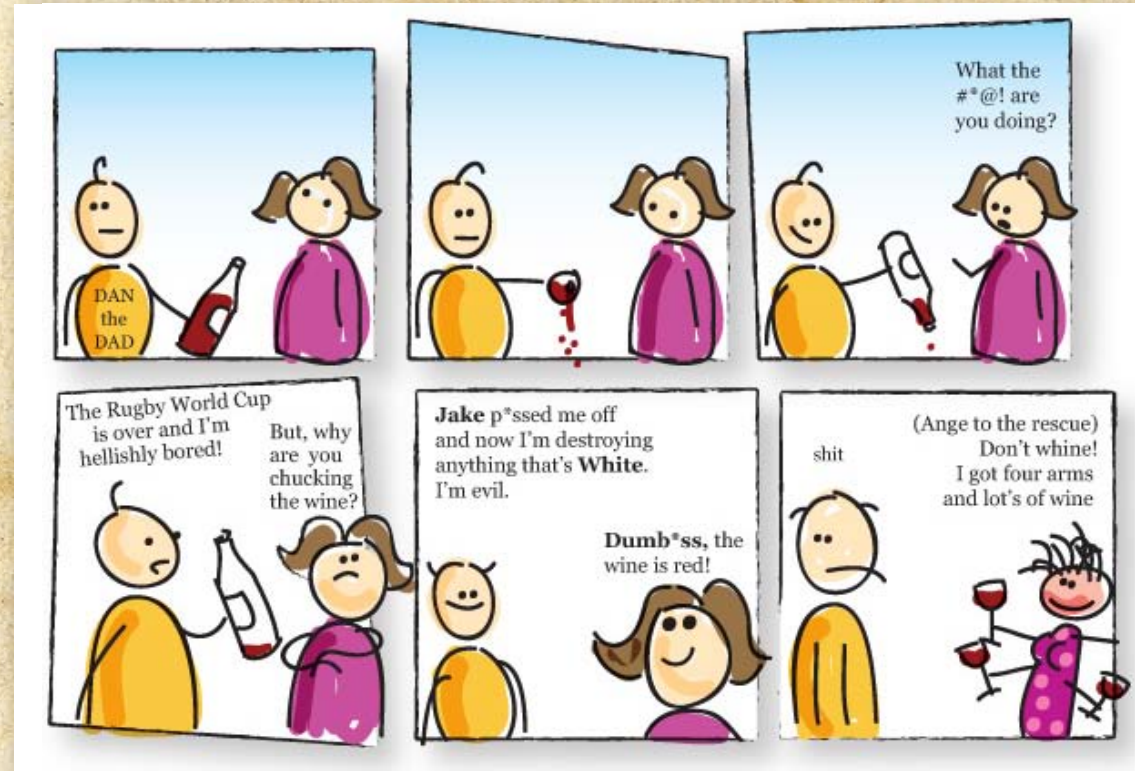
Illustration wasn't always fun



Melissa



Lithium and Euphoria



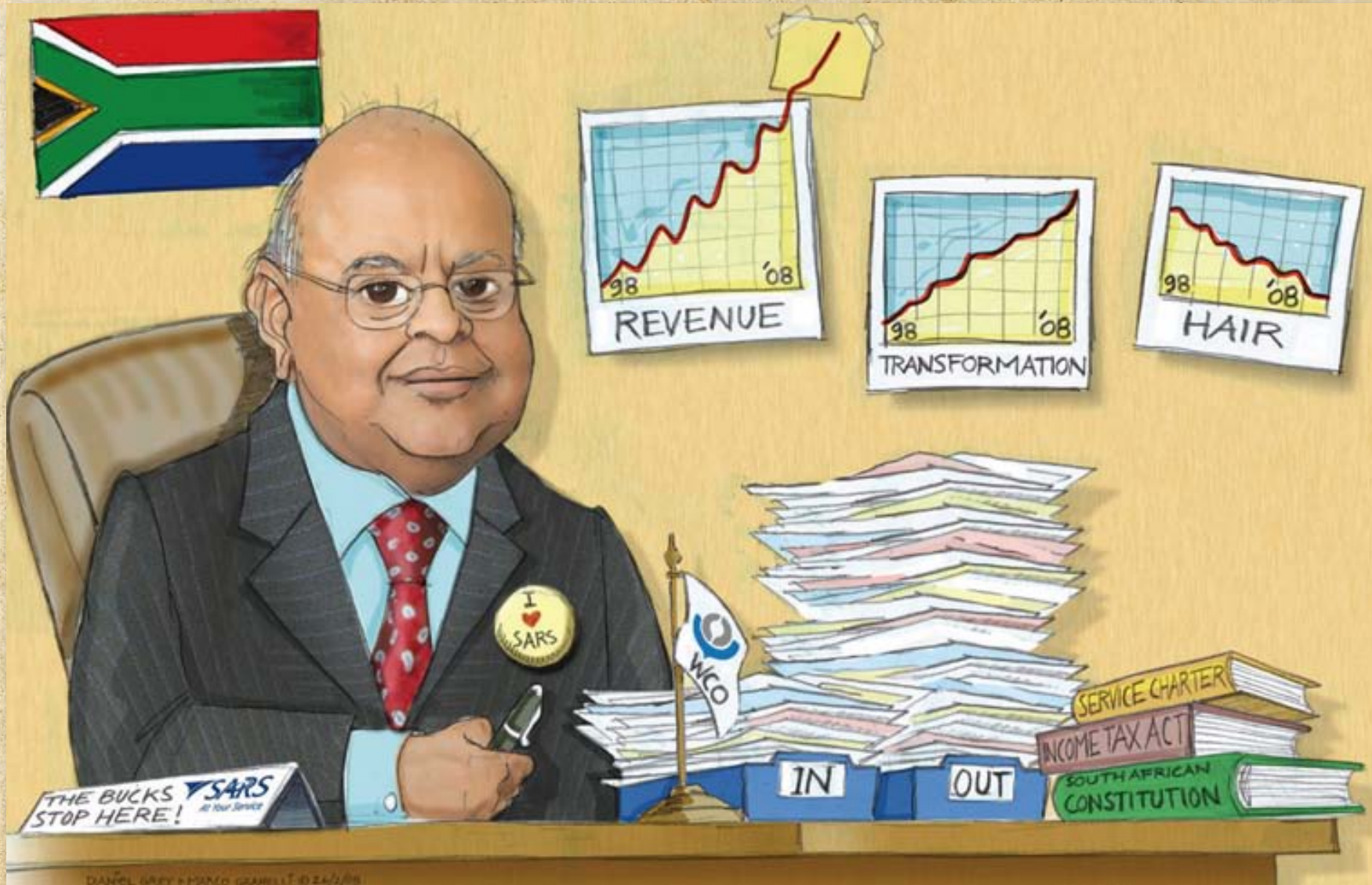
Ntela





NZ Investor magazine





Watercolours for an educational campaign

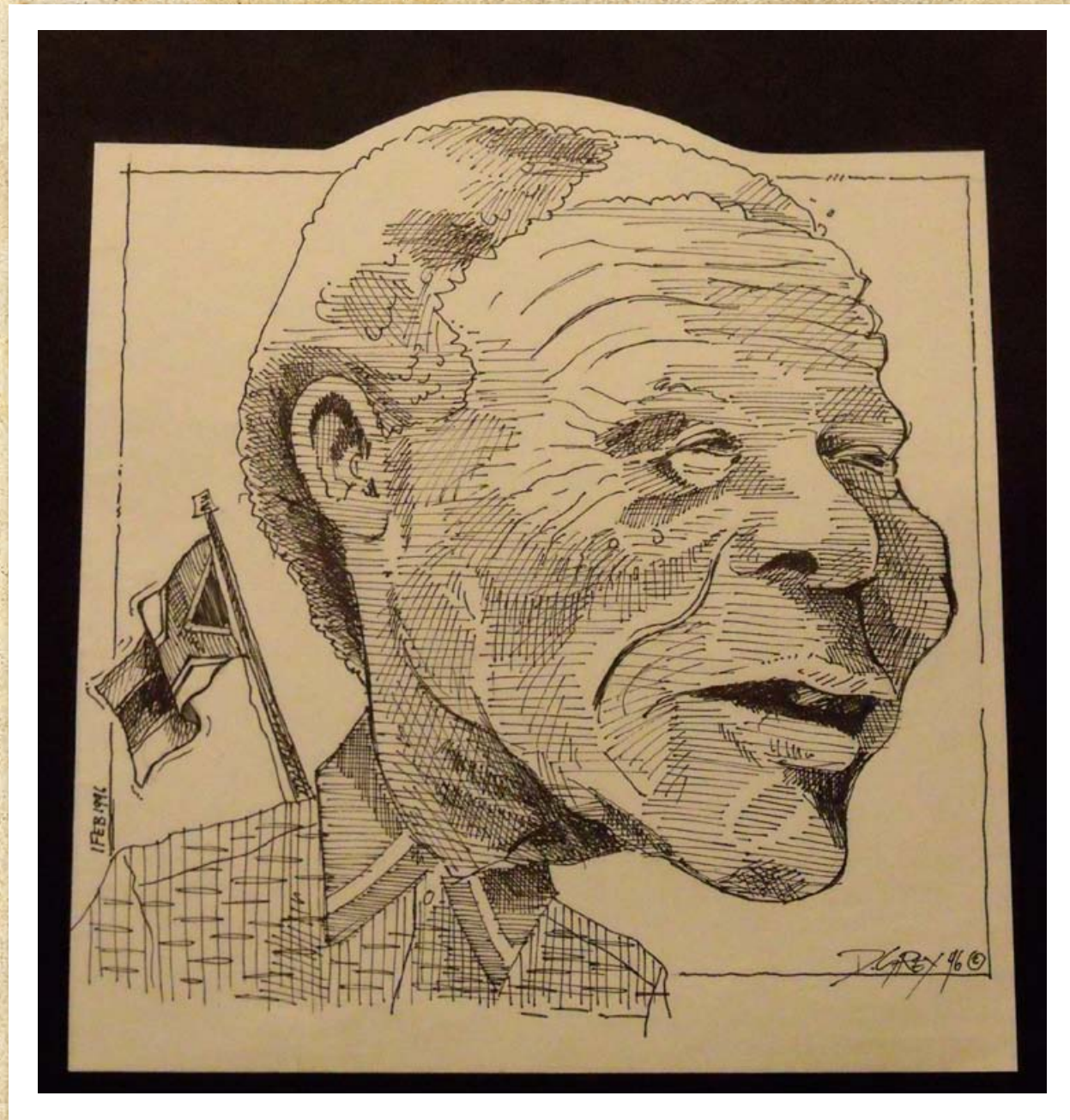


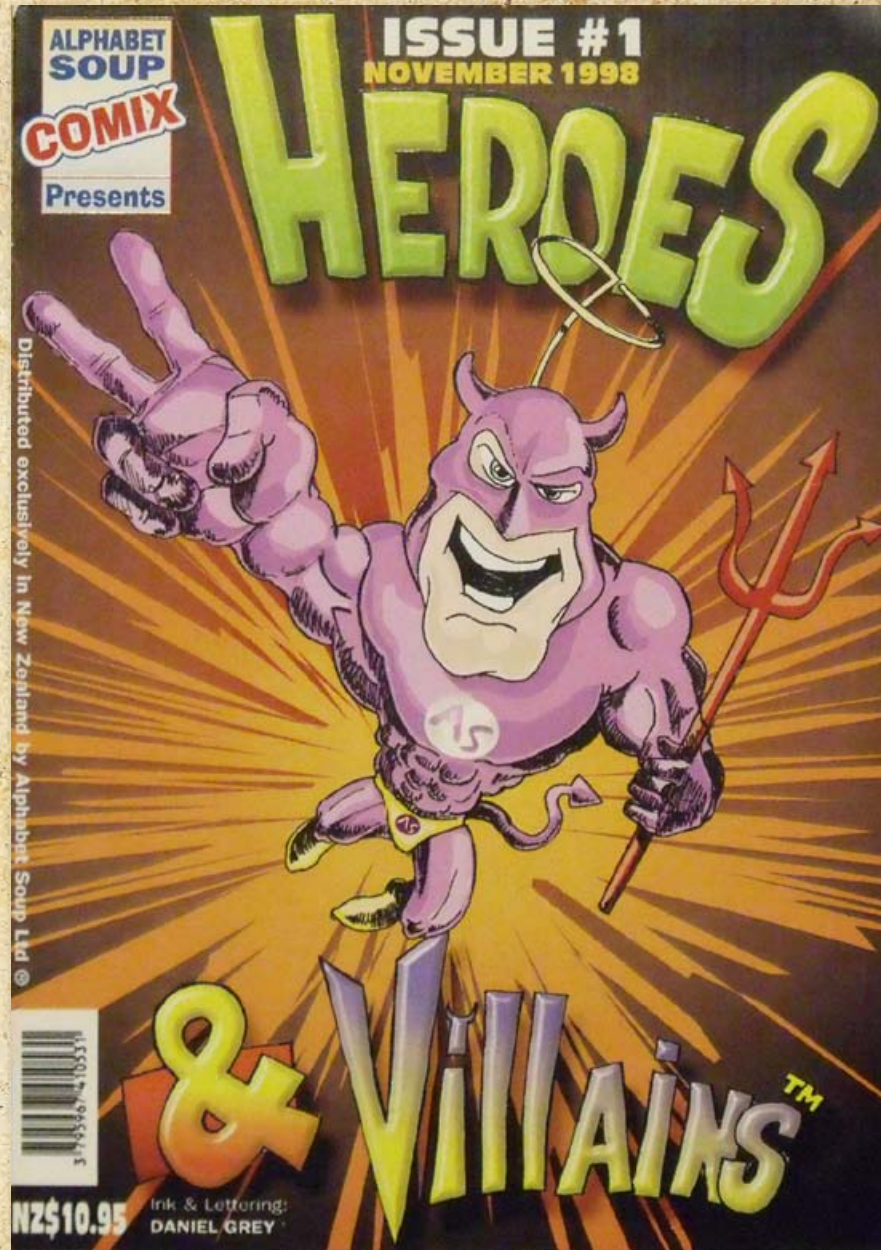
Hygiene campaign -Africa

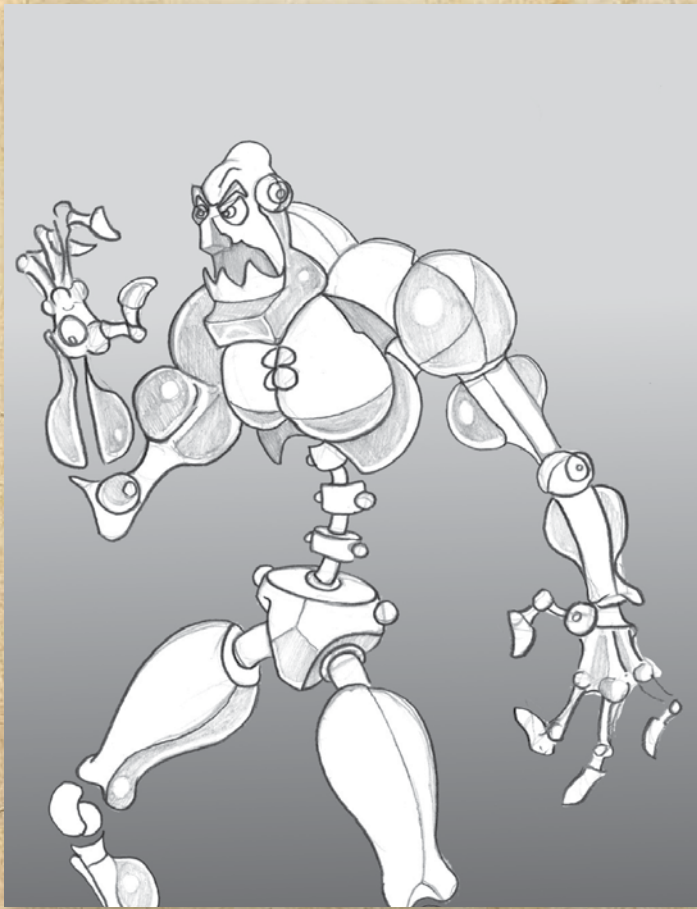


Little red purple bag









Old art





# Curriculum Vitae //:Daniel Grey

**Residential Status:** New Zealand Citizen  
**Date of birth:** 21 January 1972  
**Mobile:** 021 0233 1843  
**Phone:** +64 9 963 7444  
**Email:** danmgrey@vodafone.co.nz

## Education

**1989** Matriculate Paul Roos Gymnasium - Stellenbosch  
**1990** Fine Art 1 Stellenbosch University  
**1991** Fine Art 2 Stellenbosch University  
**1995** BA Degree University Pretoria.  
Majors: Art History, Psychology

## Work Experience

**1992 - 93** 4Images Reprographic Bureaux - Graphic Designer. Pretoria, South Africa  
**1994 - 95** Prodata Advertising - Graphic Designer And Mac Trainer  
Pretoria, South Africa  
**1995 - 1997** Grey Graphics - Freelancer/Owner. Pretoria, South Africa  
**1997 - 1999** Alphabetsoup-Ltd - Art Director/Studio Manager. Auckland, New Zealand  
**2000 - 2001** Pure Creative Dmb&B. Satellite Office And Studio Manager/Creative Director  
Auckland, New Zealand  
**2001 - 2002** Pure Graphics - Owner/Creative Director/Freelancer. Auckland, New Zealand  
**Nov '02 - Apr '03** Umhlaba Graphics - Senior Designer/Partner. Pretoria, South Africa  
Centurion, South Africa  
**May '03 - Sep '09** South African Revenue Service - Brand Implementation Specialist  
Pretoria, South Africa  
**Sep '09 - Current** DMG Advertising Ltd - Owner/Creative Director - Freelancer  
Auckland, New Zealand

## Skills

Highly proficient graphic designer/art director/studio manager/creative director  
Projects from concept to production  
Creative thinker and team player, deadline driven  
Works well under pressure, efficient and super fast  
Software Adobe InDesign, PhotoShop, Illustrator (CS4)  
Apple Macintosh platform since 1988

Many references available



## Worked on projects for...

GlaxoSmithKline

Mahindra

Complete FlyFisherman Magazine SA

Floors Magazine SA

Menlyn and Cresta in-house magazines

TimeOut Magazine

Floors Africa Magazine

KFC, Pizza Hut, StarBucks Coffee NZ

3M New Zealand

Masterfoods New Zealand

Australian Tourist Commission

Whiskas, Pedigree, M&M's, MARS Bars, Prima, Dolmio, Twix,

Kan•Tong

GlaxoSmithKline New Zealand

Phillips NZ

Berocca and Supradyn (Roche AUS)

Mearsk Zealand NZ

Investor Magazine, NZ

Bartercard UK

## Advertising experience

Owner - Grey Graphics 1994 - 1997

Creative Director - PureCreative Australia

(Satellite office in Auckland, NZ. Affiliate of DMB&B.)

Creative/Art Director - AlphabetSoup NZ

Studio Manager - Market Dynamics NZ

Owner - PureGraphics from 2000 - 2002

Brand Specialist - South African Revenue Service 2003 - 2009

Owner/Freelance Creative - DMG Advertising Ltd, current

**ALPHABET SOUP LIMITED**



**DANIEL GREY**  
Mac DESIGNER

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SMART MANAGEMENT

**ALPHABET SOUP LIMITED**



**DANIEL GREY** Senior Graphic Designer  
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**PURE Creative**

**DANIEL GREY**  
PRODUCTION MANAGER

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**MARKET DYNAMICS**  
STRATEGIC ADVERTISING

**Daniel Grey**  
Studio Manager

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Symonds Street  
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**exposure by design**

**Dan Grey**  
creative director

exposure by design limited  
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dgre@ebd.co.nz

**puregraphics**  
macdesign studio

**danielgrey** mac

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**cottonwood ltd**  
advertising

**danielgrey** creative director

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f 09 366 3056  
e dgre@ihug.co.nz

**SARS**

South African Revenue Service  
Suid-Afrikaanse Inkomstediens  
Uphiko Iwezimali Ezingwenayo  
eNingizimu Afrika  
Tirelomatlotlo ya Afrika-Borwa

**Daniel Grey**  
Brand Implementation Specialist

**Head Office**  
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Email: dgrey@sars.gov.za  
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**dmG.**  
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**Creative Solutions**

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