



JARED LAND

SENIOR MULTIDISCIPLINARY
GRAPHIC + MOTION DESIGNER



Ballito, South Africa



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www.jaredland.net

ABOUT ME

Senior multidisciplinary Graphic + Motion Designer with **10+ years of experience** across campaign design, social and digital content, sports creative, motion graphics, presentation design, print, large-format artwork, apparel and creative production. My work spans sport, lifestyle, events, technology, corporate and entertainment, with experience supporting both in-house teams and **international agencies** on fast-moving projects.

Sport is a strong thread throughout my work and creative perspective. I'm particularly comfortable working across campaign, content and production-focused design, translating ideas into clear, engaging visuals across digital, physical and motion touchpoints. I work well under pressure, adapt quickly to existing creative systems, and enjoy the practical side of taking work from concept through to final delivery.

SELECTED CAPABILITIES

Campaign Design
Social & Digital Content
Sports Creative
Motion Graphics
Experiential Design
Print & Large-Format
Presentation Design
Apparel & Merchandise
Creative Production
Art Direction
Client & Project Delivery

SOFTWARE

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Adobe Premiere Pro
Figma

EXPERIENCE

Decyfr Sport

Associate Graphic Designer → Lead Graphic Designer

London, UK | Full-time remote from South Africa | Feb 2022 - Oct 2024

Delivered the full range of visual design for Decyfr Sport, an **NFL Super Bowl-accredited** sports media and fan-engagement venture focused on helping teams, leagues and rights-holders reach international and non-endemic audiences. As the company's **sole designer**, I worked across social, campaign, editorial, motion and video content, primarily covering American football alongside Formula 1, MLB and college sport.

- Produced high-volume social and digital creative across NFL, Formula 1, MLB and College Football coverage.
- Led design and visual identity development for Decyfr sub-brands including **Decyfr Ballpark** and **Decyfr GP**, from logo creation through to ongoing social output.
- Created the full visual identity and campaign design for **The Decyfr Handoff with Neil Reynolds**, including exclusive interview content featuring Ray Lewis.
- Led visual execution for Decyfr's **NFL UK and European content**, including coverage around the **Super Bowl** and **NFL London Games**.
- Managed projects from brief through to final delivery across fast-moving sports stories, campaigns, editorial content and longer-form creative.

Jared Land Creative

Freelance Graphic + Motion Designer

South Africa | International remote / freelance | 2019 - Present

Independent freelance practice delivering multidisciplinary design support across sports, lifestyle, experiential, digital and marketing projects. Work includes campaign creative, social and digital content, **motion**, print, **large-format production**, presentations, apparel and fast-turnaround creative support for agencies, brands and growing businesses.

S E L E C T E D C L I E N T W O R K

On Board Experiential (OBE)

Freelance Designer — Experiential & Production

Provide project-based design and production support for OBE, a **global experiential marketing agency**, stepping into fast-moving projects when additional creative capacity is needed. Work is largely focused on print, experiential environments and **production-ready artwork** for major brand activations.

- Develop spatial and event mock-ups, then translate approved concepts into correctly formatted production artwork.
- Prepare **large-format assets** including vinyl, decals, pop-up structures, exterior/interior applications, menus, flyers, tickets and supporting event collateral.
- Support projects for **Nike, Red Bull, SKIMS, K18 and HYROX**, across product launches, pop-ups, sports activations and invite-only brand experiences.
- Work across **short-turnaround briefs** where accuracy, consistency and print-production knowledge are critical.
- Adapt existing campaign creative across multiple physical formats while maintaining brand guidelines and production specifications.

Booby Buckets

Freelance Designer — Apparel & Creative

Provide ongoing freelance design support for Booby Buckets' high-volume custom apparel business, creating and adapting product mockups for teams, organisations and branded orders across a wide range of garments.

- Supported **2,000+** custom order records, with many orders spanning multiple garment designs and product variations.
- Created and maintained **reusable apparel mockup templates**, adapting them with client logos, colours and other custom requirements.
- Produced **presentation-ready visuals** used to show prospective clients how their custom garments would look before production.
- Prepared artwork across a wide range of apparel and merchandise formats while maintaining consistency across multi-item orders.

Dragoman

Freelance Designer — Editorial, Motion & Marketing

Provide freelance design support for Dragoman, a global brand platform working with ambitious companies and growth-focused organisations. Much of my work has supported **Masarra**, creating customer-facing tourism and destination materials across digital, print and motion.

- Designed a **digital interactive guide/manual** for Masarra tours across **Abu Dhabi**.
- Assisted with short-form case study videos, including **video editing and motion graphics**.
- Created **large-format city guide brochures**, maps and fold-out tourism collateral.
- Produced supporting marketing materials including gift vouchers, flyers and promotional print assets.
- Adapted creative across digital and physical formats while maintaining a consistent visual system across the Masarra brand experience.

A3 Design Co.

Co-Founder / Director

South Africa | Nov 2024 - Present

Co-founded a multidisciplinary creative studio, with a primary focus on **business operations, client relationships, sales** and project delivery, alongside hands-on design support where required.

- Manage client relationships, proposals and project delivery.
- Drive new and repeat business across active accounts.
- Support design across web, digital and presentation projects.
- **Re-engaged Dragoman**, leading to a **full website redesign and rebuild**.

E D U C A T I O N

BA Visual Communication Design

Major in Graphic Design

Stellenbosch Academy of Design & Photography
2019-2021

W O R K A U T H O R I S A T I O N

Dual South African and British citizen, based in South Africa. Available for international remote, freelance and contract work, with UK work eligibility.