

CIARA MASH

ART DIRECTOR

Not just a glorified doodler. I have also worked as an art director and brand designer for the last 6 years, immersing myself in brand development, organic social campaigns, and illustration projects. My motto is "work hard, snack often."

HAVE A LOOK

LinkedIn

linkedin.com/in/ciara-mash/

Portfolio

ciaramash.com

Email

ciara.mash@gmail.com

EDUCATION

BA(FA) Visual Communication Design (Honours)

University of Stellenbosch | South Africa

Graduated with distinction/cum laude

BA(FA) Art & Design (exchange)

University of North Carolina (UNCC) | USA

SKILLS

Technical:

- Adobe Creative Suite (Photoshop, Illustrator, After Effects, InDesign)
- Figma
- Microsoft Office

Design:

- Art Direction
- Illustration
- Branding
- Layout Design
- Motion Design
- Social Media Content Creation

INTERESTS



EXPERIENCE

GoDaddy Studio | Cape Town (remote) 07/20-current

Art Director, Brand Designer, Illustrator

- Collaborated with cross-functional teams to deliver top-tier creative projects while ensuring brand consistency.
- Led art direction for impactful digital marketing campaigns across Facebook, Instagram, TikTok, and Google. Reaching over \$2,000,000 annual budget.
- Drove significant growth on social channels (200,000 followers, 180 million views in under a year) through strategic art direction and engaging static/video content.
- Created a diverse range of in-app templates, graphics and videos. Achieved recognition as one of the top 5 graphic artists within the app.
- Optimized creative assets for app stores (screenshots, events, features), contributing to over 15 million downloads.

Offerzen | Cape Town (remote) 01/19-06/20

Head of Merchandise & Marketing Designer

- Established and maintained brand consistency across the company by implementing brand guidelines and a centralized asset library.
- Designed and illustrated marketing materials in both digital (ad creatives, blog posts, email design) and print (merchandise, stationery, events) formats.
- Started a 5 person design team guild to encourage creative feedback and collaborative brainstorming, promoting a space for skill development.
- Oversaw the entire process of our merchandise including printing over 50,000 t-shirts in 32 unique designs. Ensuring high quality production standards and on-time delivery.

Sweet Sneak Studio | Copenhagen 01/18-11/18

Freelance Graphic Designer

- Worked closely with creative director on design projects, ensuring conceptualization to final delivery.
- Strengthened brand development through event strategy and branding.
- Executed professional photography and styling and post-production editing, contributing to the creation of 100s of high quality social media assets.