

JASON LEWIS

Senior Graphic Designer | Brand Manager

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PROFESSIONAL SUMMARY

Senior graphic designer and brand specialist with over a decade of experience (since 2013) across branding, print media, packaging and marketing for the financial services, Food & Beverage and events sectors. Currently lead an in-house design team at a private equity firm, producing investor-facing materials and owning brand consistency across every touchpoint. Skilled at translating business strategy into clear, compelling visual identities and leading creative from brief to delivery. Strongest in the Adobe Creative Cloud suite (Illustrator, Photoshop, InDesign) with growing 3D rendering capability in Blender. Seeking a senior design or brand management role where I can shape brand direction and grow a creative team.

CORE SKILLS

Brand & Identity Design • Brand Strategy & Management • Investor & Financial Communications • Pitch Deck & Presentation Design • Print & Packaging Design • Marketing Campaigns • Social Media Content • Creative Direction • Team Leadership • Client Management

Software: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Dimension, Adobe Creative Cloud, Blender 3D, Photography

WORK EXPERIENCE

Senior Graphic Designer

Feb 2025 – Present

EIGHTClouds (boutique private equity / alternative investment firm) — Dubai, UAE

- Lead a small in-house design team delivering the firm's brand and investor-facing communications, positioning it as a trusted name with stakeholders across the Middle East and beyond.
- Led the design and visual direction for 3+ investment funds and 5–10 corporate offerings, shaping the materials that present each opportunity to investors.
- Built brand identities for 5–10 portfolio companies spanning Food & Beverage to Healthcare, supporting the firm's roll-up and bolt-on acquisition strategy.
- Produce daily investor materials to a presentation-ready standard — pitch decks, investment memorandums, fund factsheets, deal teasers, subscription forms and term sheets.
- Direct creative output and maintain brand consistency across every print and digital touchpoint, mentoring team members to raise the quality of the firm's visual communications.

Graphic Designer

May 2023 – Feb 2025

EIGHTClouds — Dubai, UAE

- Designed investor-facing materials and marketing collateral that amplified the firm's vision and strengthened engagement with stakeholders.
- Built brand and identity assets across print and digital, supporting the marketing team's positioning of the firm as a trusted boutique investment partner.
- Promoted to Senior Graphic Designer in recognition of design quality and brand impact.

Restaurant Division Marketing Coordinator (Designer)

Jan 2020 – Apr 2023

NTDE Group — United Arab Emirates

- Developed brand identity, packaging and marketing campaigns for 4–6 Food & Beverage brands across the group's restaurant division, including F&B brand Buono Buono and cloud kitchens Kinahon and Bronson.
- Created social media content and branding materials that grew brand audiences, partnering with external marketing agencies to extend reach and drive capital generation.
- Coordinated marketing activity across multiple brands, balancing creative output with commercial campaign goals.

Graphic Designer (Freelance)

Jan 2018 – Jan 2020

Freelancer — KwaZulu-Natal, South Africa

- Delivered branding, print and digital design for a varied client base while managing the full freelance cycle of finding, winning and retaining clients.
- Produced work across Adobe Creative Cloud, with a focus on InDesign-led print and layout projects.

Senior Designer

Mar 2014 – Jan 2017

Umlilo Brands Marketing Agency — Durban, South Africa

- Managed creative briefs and developed design strategies for the team to execute, overseeing the full creation process from concept to client delivery.
- Delivered event branding, mall branding, wayfinding and social media for major brands including Soccerex and the ECR House & Garden Show.
- Mentored designers to work to their strengths and build on each other's work, and presented concepts directly to clients.

Junior Graphic Designer

2013 – 2014

Umlilo Brands — Durban, South Africa

- First design role within an event-branding studio; supported the senior designer across projects and managed production timelines.

PROFESSIONAL DEVELOPMENT

Shaw Academy

2019

- Professional Diploma in Adobe Illustrator
- Professional Diploma in Graphic Design
- Professional Diploma in Digital Marketing
- Professional Diploma in Social Media Marketing

EDUCATION

Cape Peninsula University of Technology

2013

Product Design (Industrial Design) — Cape Town, South Africa

National Senior Certificate (Matric)

2009

Northwood High School — Durban, South Africa