



Dan Brett Rosenthal

Curriculum Vitae - January 2024

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Hi. I'm Dan, a multi-skilled creative with 18 years of experience. I specialise in photography, design, copywriting and fine art.

Personal Profile

I've always loved story-telling and making art. I studied English literature which sharpened my passion for storytelling, the key to good brand-building and Philosophy to learn how to ask the right questions. I enjoy solving creative problems through visual or conceptual ideas.

My photography work has appeared on numerous billboards, in magazines, and across many brands' online marketing campaigns. I won 2nd place in Fujifilm Awards in the architecture category in 2007. I am a regular contributor to Adobe Stock.

In 2017 my partner and I began *Esterhuizen&Rosenthal*, a creative studio focusing on brand development, design and strategy. After that in 2019, I shifted into a full-time design role for Digital Cabinet, a SaaS company, as their Creative Director tasked with bringing their website, social media and in-house software up-to-date with a new corporate ID.

Since October 2022 I have been freelancing for various companies including ShopriteX, Dream Team Gaming, and Price/Green Creative Studio.

When I'm not crafting beautiful designs, photographs and videos for brands, I'm working on my music (I'm a singer-songwriter), customising guitars, or with fine art projects.

My art focuses on the relationship between people and their environment and the result on our identity. I work in photography, oils, lino prints, digital, and ink on paper. My works are sold privately, through galleries and retail stores.

Key Skills

Highly creative artist - trained to think deeply with a philosophy degree, I also have a deep desire to create and add beauty to the world.

Deeply curious & multi-skilled - I have acquired a range of skills from design and video editing, to social media strategy and marketing. I am open to learning new technologies to stay up-to-date.

Calm & Patient Leader - I understand the power of collaboration but also believe direction is essential, as a leader I let people work and express their ideas freely but keep my eye on the horizon.

Can work independently & a good team player - I can be focused in a busy environment or a collaborative space.

Software

Figma, Adobe: Photoshop, Lightroom, Premiere Pro, Illustrator, Xd; **Affinity:** Designer, **DaVinci:** Resolve, **Apple:** Logic Pro, GarageBand,

Work Experience

JAN 2023 - JAN 2024 **PHOTOGRAPHER / COPYWRITER / DESIGNER**
DBR STUDIO

Over this period I worked on a range of projects spanning:

Photography, Videography: portrait, event, product, architecture.

Illustration & Design: Logo design, packaging design, graphic design.

Copywriting: Short-form content, email and SMS campaign content writing, marketing conceptualisation.

Clients: *Price/Green Creative Studio, Dream Team Affiliates, Baked Goods Records, Baked at 8, Royal Marsden Charity.*

Skills Utilised: Copywriting, research, conducting photoshoots, logo design and vector illustration.

NOV 2022 - DEC 2022 **ART DIRECTOR**
SHOPRITE / CHECKERS

ShopriteX is the in-house digital design studio for Shoprite/Checkers where I worked on-site.

Work done: emailer header designs, animations and updating UI design

Skills Utilised: *User Interface Design, Graphic Design, Video, Animation, Research.*

JUNE 2019 - AUG 2022 **CREATIVE DIRECTOR & UI/UX DESIGNER**
DIGITAL CABINET

Digital Cabinet is a SaaS company that aims to convert organisations' paper-based processes to paperless, digital automated workflows.

Work Done: As CD I managed and updated the brand identity as the company transitioned from an older visual language to a different look and feel, including:

- Refreshing and redesigning their core product offering, and redesigning the UI and UX of their forms and form-builder tool.
- Branding updates to mailers, blog posts, advertising collateral, in-house stationary and social media.
- Conceptualising and executing creative campaigns was key to the role.

Skills Utilised: *User Experience (UX), User Interface Design, Social Media Marketing, Graphic Design, Copywriting, Animation, Strategy.*

OCT 2017 - MAY 2019 **CO-FOUNDER & ART DIRECTOR**
ESTERHUIZEN & ROSENTHAL

My partner and I began E&R Creative Studio focusing on brand development, design and strategy. My role focused on design, photography, copywriting and web design.

Clients: Exocet (Cyber security experts), Five 8ths (traditional tailoring), Container Rental & Sales, Contrast Architects, Mulptplex, The RGB Pixel Lab.

OCT 2008 - SEPT 2017 **PHOTOGRAPHER / COPYWRITER / DESIGNER**
DBR STUDIO

Photography, Videography: portrait, fashion, food, product, architecture, wedding, and fine art.

Illustration & Design: Logo design, illustration and photographic compositions, visual design, script and text-based design.

Copywriting: Long- and short-form content, email and SMS campaign content writing, marketing conceptualisation.

Clients: *CUTTY, Jonathan D, 32 Clothing, Victory & Indian Motorcycles, Maserati, Magazines (Joburg Style, Real, STUFF Magazine, Nubian Bride), WITS, Cambridge University Press, Graham's Fine Art Gallery.*

JAN 2011-DEC 2013 **1ST CAMERA ASSISTANT / BOOM OPERATOR / STILLS PHOTOGRAPHER**
Westel Productions

Molly en Wors, (Series & feature film), Vir Beter of Baie Beter (Series)

JULY 2008 - SEPT 2008 **ONLINE CONTENT MANAGER**
British Council, JHB

The British Council is a British organisation specialising in international cultural and educational opportunities. My role was to consolidate copy from all of the various websites run by the British Council into a single African website for the organisation.

NOV 2006 – DEC 2007 **ONLINE CONTENT EDITOR & WRITER**
Chameleon SA

Chameleon SA was an early pioneer in 'app' development creating a content-driven gateway for client internal and external comms. Researching trends and writing articles for various clients including Kent (British American Tobacco) and PPE for their online content.

Education

2005 **BA (HONS) ENGLISH**
UNIVERSITY OF THE WITWATERSRAND, SA

Courses: Renaissance Studies, Modernism, American Renaissance, Creative Writing, Postmodernism in Literature

2002-2004 **BACHELOR OF ARTS**
UNIVERSITY OF THE WITWATERSRAND, SA

Majors: English, Philosophy, International Relations