



Curriculum Vitae

Phil Helberg

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CAREER OBJECTIVE To establish myself in a dynamic environment where artistic and creative skills can be fully utilized and where I can receive daily challenges to better myself.

EDUCATION

Tertiary Open Window – School of visual communication:
Currently studying a **Degree in Visual Communication**, including 3D Animation.

Tertiary Tshwane University of Technology:
4-year **Degree: BTech (music)**

Secondary Pro Arte Alphen Park:
Matric (Afrikaans first language HG, English second language HG, Maths SG, Science SG, Art 1 HG, Art 2 SG)

ADDITIONAL TRAINING

Agriconnect On the job training from the creative director of the multi PICA-award winning team at Agriconnect

Agriconnect Layout and troubleshooting on websites using Cascading style sheets as opposed to Table layout

Iwan Vosloo Use of CSS in web site layout and CSS trouble-shooting skills

Total Training DVD Total Training DVD course: Creative Suite workflow series (Photoshop, Illustrator, InDesign, and GoLive)

Total Training DVD Total Training DVD course: Macromedia flash

Total Training DVD Total Training DVD course: Adobe Photoshop

Total Training DVD Total Training DVD course: Adobe GoLive



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VTC Videos	Dreamweaver course
Lynda.com tutorials	Courses done on 3D Studio Max, Autodesk Mudbox, Adobe Premiere, Adobe Acrobat Professional 9 and other software packages
Self study	Online Photoshop and illustrator tutorials
Self study	Online Zbrush tutorials and DVD training videos
Elaine's Design	Apprenticeship in design and layout
The Dairy Mail	Training in Web design

CAREER PROGRESSION

October 2009 – Present Duties and experience	Full time freelancer All aspects of design including, menu, advertisement, poster and magazine design. Illustrations, Penciling, inking, digital colouring, 3D animation, 3D modeling and video editing are some of the other areas in which I regularly work.
Tools used	Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Adobe Premiere, Adobe After Effects, Adobe Fontfolio, Adobe Dreamweaver, 3D Studio Max, Autodesk Mudbox.
March 2009-September 2009 Duties and experience	Sound Idea Productions as Graphic Artist, Illustrator, Video Editor and web designer Design and layout of print media. Design and coding of website templates. Management of content via Content Management Systems. Logo design and Illustration. Recording tutorials for design software and providing practical training courses to companies. Editing of video for presentations, advertisements, and internal videos. Keeping track of project deadlines and progress. Coordinate with colleagues and communicate with client to ensure proper workflow. Project management on larger projects.
Tools used	Adobe Creative Suite, InDesign, Photoshop, Illustrator, Flash, Dreamweaver, CSS coding and Premiere.
Reason for leaving	Due to insurmountable differences in business and design ethics I realized that I would have a better chance of reaching my full potential elsewhere.
April 2007-Feb 2009 Duties and experience	Agriconnect as Web developer, layout assistant and Illustrator Design and layout of print advertisements. This included A4 ads and all smaller sizes. Assisting layout and working with the editorial team on various publications such as The Dairy Mail, Ubisi Mail, Dairy Mail Africa, NAFU Farmer, Wildlife Ranching, SA Horseman, Milk&Juice and Bouquet. The Design of posters, pamphlets, cards, boxes and stickers for various uses. Illustrations and layout of a colouring book and related materials. Various digital illustrations for Bouquet magazine and SA Horseman Website design, tweaking graphics/content and uploading magazine/press release content etc. onto the various sites. These include agriconnect.co.za, nafu.co.za, nafufarmer.co.za, dairyconnect.co.za, sahorseman.co.za, horsejunction.co.za, mjmagazine.co.za, ubisimail.co.za and dairymailafrica.co.za.
Tools used	General IT hardware and software trouble-shooting Adobe Creative Suite, InDesign, Photoshop, Illustrator, Flash, Dreamweaver, CSS coding and Golive.
Reason for leaving	I felt that I had learnt most of what I could from my position and wanted to go somewhere where I would have opportunities to acquire new skills and improve upon old ones.



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Jan 2003 – March 2007	Full-time study at the Tshwane University of Technology
Jan 2002 - October 2002	Milk Producers' Organization of South Africa as Webmaster/Graphic and layout artist
Duties and experience	Design of print ads for Agribonus as well as design and maintenance of various websites that I had started working on at Elaine's Design and Print. This includes agribonus.co.za, dairymail.co.za, agriinspect.co.za, dairystandard.co.za, agritravel.co.za, mpo.co.za and mposa.co.za. Note that many of these sites have been changed or are no longer available. I was also involved in IT maintenance, backups, trouble-shooting and sorting out hardware issues.
Tools used	Quark, Photoshop, Freehand and Golive 5
Reason for leaving	I had decided that I wanted to pursue my studies in music before settling into an occupation and I received an opportunity to stay in London free of charge for a few months before I did so.
Jan 2001 - Dec 2001	Elaine's Design and Print as Graphic design apprentice
Duties and experience	Assisting with layout of newspaper articles, designing logos, illustrating for African educational books, designing various websites (as mentioned in the job description above)
Tools used	Quark, Photoshop, Freehand and Golive 5
Other	During this time I sat in on a 5-day Adobe Golive course
Reason for leaving	My superior received a position at The Dairymail and, with her approval, I was given a position at the Milk Producers' Organization as webmaster
References	Available on Request

SKILLS BASE

Artistic skills/Graphic and web design

- Experienced with Adobe Photoshop/ Illustrator/ InDesign/ Flash/ ImageReady/ Golive, Quark Express, 3D Studio Max, Autodesk Mudbox and Adobe Premiere
- Design of websites from conception to final product
- Sculpting of 3D models and textures
- Editing Video productions and basic effects
- Design of webpages using HTML, CSS, Dreamweaver and Golive
- Manipulation of images
- Skills with pencil, charcoal and clay artworks as well as acrylic and oil paintings
- 3D modeling, 3D sculpting and 3D animation using 3D Studio Max, Autodesk Mudbox and Zbrush
- Can record video tutorials for software packages
- Layout on any medium ranging from business cards to magazines

Musical skills

- Recording and mixing various projects in studio and at home
- Instrument: guitar
- Ability to arrange for various styles and for various instrument combinations, including Big Band and Orchestra
- Composition of Jingles and Film music
- Thorough understanding of jazz and light music theory, harmony and improvisation
- Practical performance skills

Computer skills

- Experienced with Cubase SX/ Reason/ Sonic Foundry Sound Forge/ Adobe Photoshop/ Illustrator/ InDesign/ Flash/ ImageReady/ Golive, Quark Express, 3D Studio Max, Autodesk Mudbox and Adobe Premiere
- General computer skills and software/hardware trouble-shooting
- 14 Years experience with general computer use.



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Other skills

- Good communication skills
- Effective presenter of training sessions on software for companies and individuals
- Good conceptual and organisational skills
- The ability to retain a good overview of a project and manage what needs to be done by whom and when.

ACHIEVEMENTS

Tshwane University of Technology

- SAMRO bursary received in 2004
- 24 distinctions over the course of four years, achieved mostly in the areas of studio recording and mixing, guitar and arranging.

Pro Arte Alphen Park

- Distinctions in all practical art subjects in my final year

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