

KASSIE NAIDOO

Innately curious by nature, Kassie Naidoo has built her career as a creative director over the past 25 years by expressing herself in design, art direction and finding ways to solve problems through creative thought and action. Beginning her career in magazine design, she has gone on to work with leading advertising and design agencies. Kassie brings passion, energy, experience, a collaborative approach and a sense of play to each project she works on. With an eye for detail and a strategic creative mind, Kassie's work combines intuition with insight and experience. Her 11 years in magazine design and art direction included titles such as Elle, Elle Decoration, De Kat, YMag, and the Financial Mail. During her 15 years in advertising, Kassie worked with some of South Africa's best agencies like Draft FCB, TBWA/Gavin/Reddy, King James Group, and Young & Rubicam.

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