

JOSH DOWNES

ART DIRECTOR, CREATIVE PRODUCER, PROJECT MANAGER AND MENSWEAR DESIGNER

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SUMMARY

Experienced Art Director, Creative Producer, Project Manager and Menswear Designer with over 12 years' experience delivering international TV commercials, premium brand campaigns and large-scale productions. Skilled in leading creative teams, managing projects from concept to completion, and collaborating with agencies, directors and production partners to deliver exceptional work on time and within budget. Founder and Creative Director of Yarnh Menswear, a Cape Town-based sustainable menswear brand specialising in natural fibres, local manufacturing and product development. Recipient of the Twyg Award for Best Sustainable Fashion Brand (2024) and the South African Fashion Award for Best Sustainable Brand (2025)

KEY ACHIEVEMENTS

- Brand Growth Success

Increased brand reach by 30% within first year through strategic marketing and partnerships.
- Production Management Excellence

Led team to deliver 25+ international productions, managing budgets exceeding \$500,000 each.
- Cost Efficiency Leader

Reduced manufacturing costs by 15%, while maintaining high quality, through supply chain optimization.
- Sustainability Award Winner

Secured two national awards for sustainability by implementing eco-friendly practices in menswear line.

EXPERIENCE

2012 - Present	Art Director / Project Lead Freelance Art Director for major campaigns: aided in set design, supervised construction, oversaw set builds, and led on-set art direction. - Interpreting creative briefs, brand guidelines and visual identities - Working alongside set builders, carpenters, metalworkers and fabricators - Overseeing workshop production, materials, suppliers, and build quality - Managing project budgets, procurement, timelines, and on-site teams - Problem-solving technical challenges under tight production deadlines - Coordinating closely with production designers and creative directors - Leading cross-functional creative and construction teams
2021 - 2026 Cape Town	Head Designer & Creative Director Yarnh Menswear Founder of a locally manufactured menswear brand with full oversight of design, production and retail operations - Managing production pipelines across multiple suppliers and workshops - Overseeing quality control, fabric sourcing, trims, and manufacturing deadlines - Leading branding, content creation, logistics, and inventory control - Built a fully localised supply chain, from beginning to end - Ensuring high levels of craftsmanship and finishing across all garments - Secured partnerships with national retailers and destination concept stores - Oversaw creative direction, brand identity and campaign styling
2018 - 2019	Project Manager Win a Home Managed the Win a Home interior design TV competition, coordinating contractors, builds, installations, handovers & sponsors - Site and installation management across multiple residential units - Coordinating between sponsors and contestants and managing deliverables - Coordinating suppliers, contractors, designers and production - Budget control, timelines, and quality checks - Working closely with contractors to ensure on time delivery - Executing designers concepts throughout the project management timeframe - Ensuring completion to high finish standards under strict deadlines
2011 - 2012	Brand Manager Juicebox Managed campaigns, events, and product rollouts
2010 - 2011	Travel Writer Sumango / Thomas Cook Editorial and digital content

EXPERIENCE

- 2010 - 2011

Sales Representative

Dining Out

• Client relationship management

EDUCATION

- 2005 - 2006

Diploma

Design Time School of Interior Design
- 2006 - 2009

BA Brand Communication

Vega School of Brand Communication
- 1995 - 2004

Matric Exemption

Bishops Diocesan College School

SKILLS

Excellent written and verbal communication	Proficiency in Adobe Creative Cloud (Photoshop, Illustrator, InDesign)
Good listening skills and attention to detail	Multi-tasking and relationship building
Team player with problem-solving abilities	Project management and administration
Proficiency in Microsoft Office and Google products	Hardworking, dedicated, and energetic

TRAINING / COURSES

Technical Drawing Course Autodesk AutoCAD	Feature Writing University of Cape Town (Getsmarter)	Adobe Creative Cloud Suite Envato Tuts+ (Short Course)
Graphic Design (Adobe Creative Cloud) Udemy (Short Course)		

AWARDS

Twyg Award for Best Sustainable Fashion Brand 2024	South African Fashion Award for Best Sustainable Brand 2025
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CUSTOM

- Licenses

Drivers license with reliable vehicle
- Passports

South African & British