

# Avi Keerodhur

## Creative Director & Multimedia Lead

Curepipe, Mauritius

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### PROFILE

Creative director and multimedia lead with 24 years directing and making across five disciplines - brand, web, motion, events and broadcast. For 14 years the in-house creative for AFRINIC, the Regional Internet Registry for Africa, where I own a token-based design system and a custom SVG typeface, design and code responsive web, produce motion and film, and shape event and broadcast experiences from concept to delivery. I set the creative direction and still make the work, with a typographic, grid-driven (Swiss / Müller-Brockmann) rigour. Bilingual FR/EN, Mauritius-based, remote-ready.

### CORE SKILLS

|                                     |                                                                                                                                                                                            |
|-------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Brand &amp; type</b>             | Brand identity systems, design tokens (single source of truth), custom typefaces, logotypes, iconography, illustration, colour theory, grid systems.                                       |
| <b>Web &amp; interactive</b>        | Responsive web design + front-end code (HTML5, CSS3, JavaScript); UI/UX; SVG animation; 3D in the browser (Three.js); WordPress & Joomla.                                                  |
| <b>Motion, film &amp; broadcast</b> | Video production & editing, motion graphics, showreels & promos, animated wordmarks; digital-signage networks; live-streaming.                                                             |
| <b>Events &amp; experiential</b>    | Event & exhibition branding, 3D stand / stage mockups, environmental & signage graphics, presentation & training decks, event photography.                                                 |
| <b>Direction &amp; delivery</b>     | Creative direction, brand governance, multi-project & vendor management, stakeholder collaboration, accessibility (WCAG), localisation (EN/FR); Adobe CC, Figma, Canva, AI-assisted tools. |

### EXPERIENCE

#### AFRINIC - Multimedia & Graphic Designer

May 2012 – Present · Mauritius (remote / hybrid)

- Own and evolve the organisation's visual identity and brand guidelines across every print and digital touchpoint.
- Built a token-based design system (colour, typography, spacing, motion) as a single source of truth adopted site-wide.
- Designed a custom single-stroke SVG typeface and used it to generate the logotypes, service icons and self-drawing animated wordmarks for AFRINIC services (NMRP, RPD, Webinar, PDP, AGMM/PPM, Elections, IPv6...).
- Led the redesign of [afrinic.net](http://afrinic.net): responsive UI on a Müller-Brockmann grid, accessibility and bilingual (EN/FR) content.
- Produce ongoing collateral - social campaigns, email newsletters (Community Pulse, AIS daily recaps), event and conference branding (AIS, AFRINIC-37 Kenya), interactive 3D booth mockups, presentations, brochures and reports.
- Code designs to production in HTML5/CSS3/JavaScript within the CMS; collaborate with communications, technical and governance stakeholders and iterate on feedback.
- Maintain AFRINIC's social media platforms: [flickr.com/photos/afrinic](https://flickr.com/photos/afrinic) · [x.com/afrinic](https://x.com/afrinic) · [youtube.com/afrinic](https://youtube.com/afrinic).

#### Veranda Resorts - Multimedia Designer

Apr 2009 – Apr 2012 · Mauritius

- Produced interactive content for in-room hotel TVs and lobby digital signage, surfacing live weather, events and daily resort activities.
- Designed landing pages for the Heritage Awali and Heritage Le Telfair hotels.
- Covered golf tournaments and Veranda-organised concerts in photography and video, producing same-day showreels and the campaigns marketing the events.
- Built an interactive iOS web app to showcase the resorts at World Travel Market, and developed print and digital promotional material.

## La Sentinelle (Showbiz) - Multimedia Designer

Apr 2005 – Mar 2009 · Mauritius

- Administered a nationwide digital-signage network across Mauritius from the Showbiz headquarters in Baie du Tombeau.
- Produced advertising videos for clients, broadcast across the signage network.

## Blue Sign (FRCI) - Multimedia Designer

Jan 2002 – Mar 2005 · Mauritius

- Created interactive kiosk experiences for Audi and other showrooms, presenting 3D visualisations of vehicles and machinery.

## VOLUNTEERING

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### ZA-NOG (ZA Network Operators Group) - Volunteer

2023 – Present · Remote

- Live-streaming, live-tweeting and event photography for the ZA Network Operators Group community.  
flickr.com/photos/nognetza · x.com/ZA\_NOG · youtube.com/@nognetza

## SELECTED PORTFOLIO (BY DISCIPLINE)

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|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Brand & type          | AFRINIC design-token system & guidelines, a custom single-stroke SVG typeface, the full service logotype/icon suite, and event identities (AFRINIC-21 to 37). |
| 2. Web & interactive     | afrinic.net responsive redesign; AIS event microsites; an interactive 3D exhibition booth built in the browser - coded in-house.                              |
| 3. Motion & film         | Broadcast-style service films, event showreels, concert & promo video, self-drawing animated wordmarks.                                                       |
| 4. Events & experiential | Full AFRINIC-37 exhibition build (arch, stage, registration, capsule booth, press wall) modelled in 3D, plus event collateral.                                |
| 5. Broadcast & live      | Nationwide digital-signage network (Showbiz); live-streaming & conference coverage (ZA-NOG).                                                                  |

Full samples and live work: [motionlounge.net](https://motionlounge.net)

## EDUCATION & CERTIFICATIONS

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**Diploma, Design & Visual Communications** (Multimedia specialisation) - Charles Telfair Institute, 1999–2001

Certifications: Agile Leadership and Management · Jira Fundamentals

## LANGUAGES

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French - native / bilingual · English - native / bilingual