



WD/ UI UX 1

Age:34

City: Johannesburg, South

Gender: Female

Ethnicity: African

She has a National Diploma in Multimedia Design and 8 years' experience as a Graphic, Web, Multimedia Designer capable of delivering creative and innovative design solutions. Experienced in HTML coding, branding, photography, developing content, videography, and video editing. She has some UI/UX experience and keen to expand her experience, furthermore she also has experienced with site mapping.

Ability of developing projects from inception through production to final delivery, ensuring that all work is effective, appropriate and within agreed timescales.

Specializes in digital design, social media marketing, brand identity, conceptualizing, videography, video editing, social media marketing, HTML coding, photography, 2D motion graphics and illustration.

Experienced in using Adobe Creative Suite, Photoshop, Illustrator, InDesign, After Effects, HTML, CSS, WordPress, Everlytic, Canva and Figma.

Work History

Position: Digital Design & Social Media Marketing

Duration: 2015 to Current

Company: Education and Training sector

- Responsible for creating brochures and flyers using Adobe Suite.
- Brand CI, conceptualizing.
- Using HTML for front end design, and limited UI/ UX knowledge.
- Collaborating with developers, about front end web design related work.
- Using WordPress for web design.
- Using Everlytic for email marketing, Adobe suite and Dreamweaver to create newsletters and external mailers.
- Creating landing pages using WordPress.
- Editing of images and video's.
- Responsible for banners for social media design.
- Web development content update.
- Marketing strategies for campaigns.
- Interact with copy and design team as creative problem-solvers.
- Contribute unique ideas for strategic marketing initiatives for digital products.
- Design HTML email and newsletter templates in both Microsoft word for partners to customize and manage content and Dreamweaver.
- Design and develop micro sites, banners, rich emails and other electronic media.
- Execute top-quality design from concept to delivery complying with brand standards in execution Of marketing materials.
- Assisting with developing and managing content and social media marketing platforms, including blogs and public relations efforts.
- Proactively research best practices and advise on industry trends.
- Ensuring consistency in designs and content across all company platforms.

- Collaborating with the e—commerce and marketing teams to ensure that all designs align with the brand image, while also meeting usability and website standards.

Reason for leaving:

- It's the only company she's ever worked for and feels it's time for a new challenge and sector.

Education

Grade 12. Athlone High School for Girls, 2008.

National Diploma in Multimedia Design. University of Johannesburg, 2013.

Social Media Marketing Certificate. GetSamrt (UCT), 2017.

Top Skillz

Photoshop
Illustration
InDesign
DreamWeaver
WordPress
Communication skills (good writing and presentation skills).
Creativity (conceptualizing and bring new ideas and solving problems).
Time Management (working under pressure and deadline driven).
Being a team player (work well with a team to help marketing efforts succeed).
Inquisitive mind and problem solving (applying critical thinking).
Adaptability (ability to adapt to change and being open to learning new things).
Multitasking (prioritize duties and focusing on what will make a big impact).
Resourcefulness (able to utilize the tools to help with the best analysis possible)

Salary

Before Deductions:	R21 500 gross
Salary Expectations:	R27 000

"Thank you for considering our applicant! To schedule an interview, please reach out to your Talent Acquisition Specialist."