

## IN A NUTSHELL

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I design for web, digital and print, ranging from beautiful design work to front end web development, my skills include **HTML, CSS, JQuery, Javascript, Photoshop, Illustrator, Dreamweaver, inDesign** and **Acrobat**.

I work well on both PC and MAC platforms and strive to have positive, authentic and integral relationships with my colleagues.

### Digital:

- Responsive/mobile-optimized based coding to ensure an easy user experience on all screens
- Websites, Microsites & Landing Sites
- Electronic newsletters & promotional emails,
- Animated banners
- Simple video editing
- HTML, CSS, JQuery & Javascript
- Photoshop, Illustrator, Dreamweaver, inDesign & Acrobat

### Print:

- Logo's
  - Business Cards
  - Flyers, Posters & Booklets
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## SKILLS

**Website Design:** *I am able to carve a website from scratch using HTML, CSS, JQuery, Javascript, Photoshop, CMS's, Dreamweaver and more.*

*I am quick and effective in creating responsive Micro sites and landing sites.*

**EDM / Email Marketing:** *Quickly and effectively designing, carving, maintaining and delivering monthly electronic newsletters and email marketing in various working environments for a variety of platforms.*

*Effective Responsive and Mobile-Optimized coding that delivers emails/newsletters correctly on a variety of email-clients, devices and screen sizes.*

**Responsive Design:** *Through work experience I have acquired extensive Responsive Design knowledge and the ability to conceptualize as well as carve responsive designs efficiently.*

**Flash Banners:** *Very confident and competent in designing and delivering quality **flash banners** using Adobe Flash, Photoshop and Illustrator efficiently.*

**Print Design:** *Experience in designing for flyers, posters, postcards, booklets and pamphlets using Photoshop, Illustrator, InDesign and Acrobat.*

**Web Development, CMS :** *I have been able to prove that I am a **fast learner** and have the ability to **think both creatively and logically** in that I have been required to understand and edit **complex PHP coding** and adapt an **integrated database system** while delivering clean and creative design work.*

*I have also been required to manage extensive data and work with complex, in house **Content Management Systems** as well as **Joomla** and **Wordpress***

**Personal skills:** *I have great **communication skills**, am a **fast-paced** worker, have an ability to focus and lock out all distractions, **enjoy a challenge**, connect well with colleagues and always strive to have a great time, wherever I am.*

### **Creativity / Designing**

*I am able to take on a challenge, and approach it with a **fresh, creative mind**. My versatile working environments have prepared me to take on any task and apply creative thinking without losing sight of the client's needs.*

## WORKING EXPERIENCE

### **MELBOURNE**

#### **Interactive Designer at Responsys from 15 April 2013 - 5 December 2013**

- Craft all stages of a running competition: Broadcast email, Micro competition site with entry form and submit button, thank you page and confirmation email. Use HTML, CSS, JQuery and Javascript, Litmus testing and responsive coding (to ensure the experience is pleasant on all devices, screen sizes and most email clients).
- Craft ongoing promotional emails and newsletters for clients like Telstra, Qantas, Virgin etc.
- Develop forms using Javascript, XML and JQuery

#### **Web / Graphic Designer at Portplus from 17 Feb 2012 – 21 December 2012**

- Design Website Templates
- Design newsletter templates to offer as options to clients
- Using colour and layout, customize and apply branding to existing templates
- Create and build print templates with inDesign and XML

#### **Freelance Designer for several clients (Optimal Design, DSTV, IEZZI, Fidelis Design) from 11 July 2011 - 10 Jan 2012**

- Conceptualize and design
- Front-end development
- EDM
- Microsoft Word templates for email
- Basic PHP coding and working with Plex
- Working with Databases
- Web Maintenance, Microsites & Landing pages

#### **Web / Digital Designer at Boral from 3 March 2009 - 15 November 2009**

- Conceptualize and design
- Front-End coding (HTML/CSS)
- Flash Banners
- Email Marketing
- In-depth content management system
- Web Maintenance

#### **Web / Digital Designer at Sustainable Business Practices for November 2008**

- Conceptualize & Design
- Front-end coding (HTML/CSS)
- Email-Marketing
- Web Maintenance

## **SOUTH AFRICA:**

**Adobe Photoshop Teacher** at **Photographix International** from **6 June 2011 - 7 July**

- Teach photoshop for Beginners & Intermediates

**Freelance Web/Graphic Designer** for **several clients (HerbsOnline, Halickas, DanceFun, CaraMia!)** from **2 February 2010 - 3 November 2011**

- Design Flyers, Posters and Booklets
- Email Marketing
- Flash Banners
- SEO Assistance

**Web / Digital Designer** at **M-Net** from **1 March 2008 - 12 September 2009**

- Conceptualize & Design
- Front-end coding (HTML.CSS)
- Flash Banners
- Email Marketing
- Web maintenance
- Demanding daily deep-etching

**Web/Graphic Designer** for **afriKan Yoga** and **Wouter Kellerman**

- Conceptualize and design Logo, corporate ID, flyers, posters
- Flash driven website
- Manage websites, marketing and brand integration

## **HOW IT ALL STARTED...**

**BA in Brand Communications, specializing in Multimedia**

Completed in December, 2006 at Vega in Johannesburg, South Africa

**Matric (Year 12)**

Completed in December 2002 at Crawford College Lonehill in Johannesburg, South Africa

## **WHAT MAKES ME TICK**

As an artist, writer and dancer, my favourite thing to do is to embark on small adventures and to find magic in everyday activities, to be creative, to dance and to simply enjoy the small pleasures of life such as delicious food, good music, quality time with loved ones and authentic hugs.

I always have at least one creative project on the side, dance a few times a week and enjoy meeting new people.