

SENIOR DIGITAL DESIGNER



Antoinette Pienaar

CONTACT

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www.woeldesign.com

WORK EXPERIENCE

2009 - 2011

Highbury Safika Media

Junior Graphic Designer

- Layout design of 5 monthly magazines.
- Cover design.
- Directing fashion shoots.
- Correspondence with clients.

2011 - 2019

Freelance Graphic/ Web Designer

- Graphic, web and illustrative artwork for clients.
- Communicate with clients to ensure satisfaction.
- Liaise with specialists to produce final product.
- Layout of magazines and management.

2020 - 2022

Salt & Candy Marketing Agency

Senior Digital and Product Designer

- Managing designs from conception to delivery.
- Reviewing junior designer drafts to ensure quality.
- Generating fresh ideas/concepts.
- Liaising between teams to ensure that deadlines are met.

Current

Machine (Publicis)

Senior Digital Art Director

- Conceptual delivery to line managers and clients.
- Translate product positioning, existing research, and offline/online marketing strategies into effective designs.
- Work with client service to translate and create marketing requirements into compelling, appropriate campaigns and designs.
- Manage and produce digital design work, including banner sizing and versioning.

SKILLS

· Idea creation · UI and UX design · Photography · Brand architecture · Content Creation · Strategy · Researching and planning · Illustration · Video creation · Animation · Project management

Photoshop CC

Illustrator CC

InDesign CC

Wordpress

CMS

Afer Effects CC

Figma

Microsoft Office

Mailchimp

Canva

CSS/ HTML

EDUCATION

Stellenbosch University

2006 - 2009 (BA (VA))(Visual Communication-design)
(Hon)

Huguenot High School

2000 - 2004 Matriculated