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GRAPHIC & WEB DESIGNER

Dear Sir/Madam

I am a highly skilled graphic designer and web developer, specializing in creating visually stunning graphics and captivating web designs that are meticulously tailored to meet the unique needs and preferences of each client. With a keen eye for detail and a relentless passion for creativity, I engage in close collaboration with my clients to bring their visions to life.

My expertise encompasses a wide range of design elements, including sleek and modern logos that embody the essence of a brand, eye-catching website layouts that seamlessly blend aesthetics and functionality, and engaging social media graphics that effectively communicate and resonate with the target audience.

I am dedicated to delivering high-quality design solutions that not only meet but exceed the expectations of my clients, leaving a lasting impression and making a significant impact on their audience.

Sincerely,
MCEBISI HLATSHWAYO
075 205 7781



Mcebisi Hlatshwayo

GRAPHIC & WEB DESIGNER

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PROFILE

As a highly skilled and goal-oriented Graphic and Web Designer, I consistently produce exceptional and innovative design components. My unwavering commitment to delivering high-quality work, coupled with my adaptability to new challenges, ensures efficient and top-notch results. With my extensive expertise, I guarantee that your graphic design needs will not only be met but surpassed. I am eager to bring my skills and experience to your team and contribute to your resounding success.

My journey in sales and marketing profession has been filled with invaluable experiences that have shaped my understanding of what truly drives success in this field. I've learned that identifying and understanding your target audience is absolutely crucial whether you're selling a product or promoting a service. It's all about delving deep into their needs, wants, and motivations to truly connect with them. But it's not just about transactions; it's about forging meaningful connections. Whether it's with customers, partners, or stakeholders, being a reliable and trusted resource is paramount.

SKILLS

Html | Css | Js

Sales & Marketing

Coreldraw graphics suite

Adobe Creative Suite | Microsoft Office

STUDIES

HILLVIEW SECONDARY
Senior Certificate
2005

● **ICESA**
Diploma Graphic Design
2008

UDEMY
Certificate Sales Marketing
2021

WITS UNIVERSITY
BA Digital Arts Degree
In-progress

EXPERIENCE

Property Tower Rentals
Rental & Sales
2021 - Present

● **Eye & Go Brands**
Web Developer
2020 - Present

Rawson Properties
Sales Partner
2015 - 2020

Natal Witness Newspaper
Graphic Artist
2011 - 2015

Empilweni Man Solutions
Graphic Artist
2007 - 2011

EXPERIENCE

PROPERTY TOWER RENTALS

2021 - Present | Rental & Sales

With extensive experience in property sales and rentals, I joined forces with a seasoned expert in property sales to establish Property Tower Rental agency. Our agency specializes in property management for the low-income rental market, filling the gap left by mainstream property management services.

In this pivotal role, I am entrusted with a diverse array of responsibilities aimed at driving the success of our business. From meticulously handling administrative tasks such as employee payroll and budget reports to spearheading captivating marketing initiatives and meticulously planning open houses and events, I am dedicated to generating valuable leads for our rental and sales ventures. Additionally, I leverage my graphic design expertise to craft compelling marketing materials and develop a powerful brand strategy, ultimately contributing to our business's strong market presence.

My adeptness in marketing and sales equips me to effectively showcase and promote our exceptional services, while my commitment to nurturing enduring client relationships ensures satisfaction and fosters valuable future opportunities and referrals.

EYE & GO BRANDS

2015 - Present | Graphic Artist

In my role as a website developer and graphic designer, I am responsible for a diverse range of tasks. I create visually appealing and functional websites, curate engaging layouts for web pages, and translate conceptual ideas into tangible graphic elements suitable for both print and digital media. It is imperative that I ensure the websites I work on are regularly updated with the latest promotions, events, and company milestones in order to maintain their relevance and effectiveness.

In addition to web design, I am heavily involved in print design projects for clients, involving thorough research into suitable materials and methods for each project. I am also responsible for generating original graphics that align with the client's vision.

I hold a leadership role as a senior creative designer, overseeing a team of web and marketing designers. I provide support in their graphic design endeavors for print projects and enforce brand guidelines and standards for our clientele. I also leverage my expertise to guide and mentor the design team. Furthermore, I take charge of managing design projects, developing creative concepts, and crafting unique graphics that meet the needs and expectations of our clients.

ACQUIRED SKILLS:

- Collaboration
- Customer service
- Document management

EXPERIENCE

RAWSON PROPERTIES

2016 - 2020 | Sales Partner

During my time as a sales partner for properties, I was fortunate enough to have the opportunity to work alongside a highly experienced and knowledgeable principal agent. Together, we were able to develop and implement an efficient and streamlined sales process that was designed to provide our clients with the best possible service.

In order to create this optimized sales process, we carefully analyzed each step of the sales cycle and identified areas where we could improve efficiency, reduce costs, and enhance customer satisfaction. We also worked closely with our clients to better understand their needs and preferences, and to ensure that our sales process was tailored to meet their specific requirements.

NATAL WITNESS NEWSPAPERS

2011 - 2015 | Graphic Artist

Craft visually striking website visuals tailored to our internal newsprint. Utilize typography, color schemes, and designs to effectively convey ideas and produce compelling publications, ads, and illustrations.

Furthermore, focus on establishing brand identities through logo design, selection of corporate colors, and use of typography for client projects and sales presentations. Develop captivating web content and graphics for websites and web applications, involving the creation of page layouts, templates, and graphics for both digital and print media.

Additionally, engage in thorough research, explore innovative concepts, and experiment with various design ideas. Work closely with the creative manager and clients to precisely determine content needs and specifications. During my time in this role, I acquired valuable insights and expertise across a wide range of areas within the industry. This encompassed print media, advertising strategies, marketing techniques, public relations practices, and fostering strong client relationships.

EMPILWENI MANAGEMENT SOLUTIONS

2007 - 2011 | Graphic Artist

In my first role as a Graphic Artist, I was entrusted with producing website graphics tailored specifically for in-house newsprint, employing impactful typography, color schemes, and layouts to effectively communicate ideas and bring designs to life within publications, advertisements, and illustrations. Additionally, I had the opportunity to shape brand identities by creating captivating logos, defining corporate color schemes, and selecting compelling typography to elevate the visual presence of our clients and sales presentations.