

# Ziyanda Mpomane

## GRAPHIC DESIGNER

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### Objective

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Creative and detail-oriented Graphic Designer with over 4 years of experience creating visually compelling designs for print, digital, and multimedia platforms. Proven ability to produce high-quality design solutions that align with brand strategies and meet business objectives. Skilled in collaborating with cross-functional teams to deliver strategic communication systems and branded messages. Strong proficiency in Adobe Creative Suite and extensive experience with brand conceptualization, project management, and design systems implementation.

### Experience

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Transnet | Graphic Designer (Young Professional in Training) 2024 - Present

- Designed engaging visual content across digital and print platforms, ensuring brand consistency and alignment with company objectives.
- Produced posters, flyers, booklets, event invitations, and other promotional materials, utilizing effective typography, layout, and imagery to convey messages and drive engagement.
- Developed infographics, 2D animations, and edited videos for marketing and social media campaigns.
- Created branded presentations, emailers, and event banners optimized for various platforms.
- Managed design aspects for Microsoft Forms surveys, webinar ads, and promotional graphics.
- Captured high-quality product and event photography to support visual content.
- Collaborated with marketing teams and project managers to ensure design alignment with overall campaign goals.

Freelance Work 2022 - 2023

- Designed custom visual content, including logos, brochures, and social media graphics tailored to client needs.
- Managed end-to-end branding projects, boosting client visibility and audience engagement.
- Created posters, infographics, and invites.
- Conducted market research and competitor analysis to inform design strategies.
- Managed multiple design projects simultaneously, ensuring high-quality delivery and client satisfaction.

Sibanye-Stillwater | Creative Communication Intern 2020 - 2022

- Designed and implemented a communications platform that aligned with corporate branding to enhance the company's image.
- Developed branded communication systems for delivering strategic messages to internal and external audiences.
- Collaborated with ICT and communication teams to design and deliver impactful messages using the appropriate branding, software, and media.
- Created and refined digital and print materials in collaboration with clients and project managers.

- Introduced branding templates and communication policies that improved consistency across marketing and communication materials.
- Authored and compiled policies and procedures for branding template usage.
- Worked closely with the communications department to conceptualize brand designs and ensure alignment with organizational goals.
- Ensured the company's websites adhered to modern design and usability standards.

## Education

University of Johannesburg | Complete

2020

Bachelor of Arts in Communication Design

Science College | Complete

2013

Matric

## Skills & abilities

- Print & Digital Media
- Adobe Creative Suite Mastery (Photoshop, Illustrator, After Effects, InDesign, Priemer Pro)
- Brand Development & Visual Identity
- Communication Design (Templates, Brochures, Infographics)
- Multimedia Content Creation (2D Animation, Video Editing)
- Photography & Image Editing
- Project Management & Deadline Adherence
- Cross-Functional Collaboration (Marketing, Content, Project Teams)
- Attention to Detail & Consistency in Design
- Client Engagement & Feedback Management
- Digital Design Principles