CHARLIZE MONDAHL
GRAPHIC DESIGNER

Contact

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Address
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Software

Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Adobe Premiere Pro
Adobe Lightroom
Adobe XD
Figma
WordPress
Squarespace
Klaviyo
Mailchimp
Microsoft Office

WORK EXPERIENCE

Graphic Designer   June 2023 - Current

H2O Publishing | Rochester, United Kingdom (Remote)

Graphic Design & Publication:
- Designing layouts for over 12 different magazines including articles and features.
- Creating visually appealing graphics, illustrations, and infographics for both print and digital platforms.
- Developing cohesive visual identities for various magazine sections and special editions.
- Ensuring designs adhere to brand guidelines and editorial standards.
- Collaborating with editors and writers to conceptualize and execute design ideas.
- Preparing final artwork files for print production, including colour correction and prepress checks.

Digital Design:
- Creating multimedia content such as GIFs, animations, and short videos to enhance digital presence.
- Adapting designs for different formats, such as print, web, and social media.
- Designing digital assets for online platforms, including website graphics, social media posts, and email newsletters.

Creative Conceptualization:
- Brainstorming and pitching creative concepts for magazine layouts, cover designs, and event branding.
- Researching design trends and staying updated on industry best practices.

Project Management:
- Managing multiple design projects simultaneously, prioritizing tasks and meeting deadlines.
- Communicating effectively with team members and editors.

Software Proficiency:
- Expertise in graphic design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom) as well as multimedia and web design tools (Adobe Premiere, XD and Figma)
- Ability to adapt to new software and technologies as needed.

UX/UI & Graphic Designer   January 2022 - 2023

Freelance | Stafford, United Kingdom

As a freelance designer specializing in UX/UI and graphic design, I tackled a broad spectrum of design challenges customized to meet clients' specific requirements. By prioritizing both visual appeal and user experience, I created compelling designs that resonated across different platforms. Below are the key domains where I excel:

Graphic Design:
- Crafting visually compelling designs for websites, advertising materials, and print collateral.
- Creating memorable logos that resonate with clients' brands and target audiences.
- Developing comprehensive start-up business designs, including branding elements and promotional materials and websites.
- Designing stationery and print materials that reflect clients' identities and messaging. ➡

2023
UX Design Professional Certificate
Coursera - Google

2016
Graphic Design Certificate
CTU Training Solutions

2016
Diploma in Photography
Shaw Academy

2010-2015
High School Diploma
Monument High School

Skills

Design Research
Design Strategy
User Interface
Web Design
Wireframing
Prototyping
Video Editing
Marketing
Branding
Illustration
Storyboarding
Photography
Photo Editing
Social Media

I am a hard-working, detail-orientated and focused creative. I learn fast and I am always willing to learn new skills. I manage time effectively, work well in a fast-paced environment and have excellent communication skills.

I have experience working with teams to brainstorm and can create wireframes at various levels of fidelity. I enjoy prototyping ideas and have experience with building websites from the ground up.

WORK EXPERIENCE

UX/UI & Graphic Designer (Continued)

UX/UI Design:
- Designing intuitive and user-friendly interfaces for websites and applications.
- Conducting user research and usability testing to inform design decisions and improve user experiences.
- Creating wireframes and prototypes to visualize and iterate on design concepts.
- Ensuring consistency and coherence across all touchpoints to enhance brand perception and usability.

Client Collaboration:
- Collaborating closely with clients to understand their goals, preferences, and target audience.
- Communicating design concepts effectively and incorporating client feedback throughout the design process.

Project Management:
- Managing freelance projects from inception to completion, including timeline and budget management, while prioritizing tasks and resources to meet project deadlines and exceed client expectations.
- Cultivating strong relationships with clients based on trust, transparency, and professionalism.

Software Proficiency:
- Proficient in graphic design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign).
- Familiarity with UX/UI design tools such as Adobe XD and Figma.
- Proficient in web design software such as WordPress.
- Proficient and photo and video editing software such as Adobe Lightroom and Adobe Premiere Pro.
- Continuously expanding skills and staying abreast of emerging design trends.

UI & Graphic Designer   March 2021 - December 2021

Eureka DIY Solutions | South Africa

Signage Design:
- Conceptualizing and creating captivating signage solutions for shops, billboards, and advertising campaigns, ensuring that signage designs effectively communicate brand messaging and capture the attention of target audiences.

Product Photography:
- Capturing high-quality product images that showcase products in their best light, both for online and offline marketing collateral.

Database Updating:
- Managing and updating databases with the latest product photography to ensure accurate and up-to-date information for marketing and operational purposes.

Website Prototyping:
- Utilizing tools such as Figma and Adobe XD to create interactive website prototypes that demonstrate user flows, interface design, and functionality.
- Collaborating with stakeholders to refine design concepts and iterate on prototypes to achieve optimal user experiences.

Creative Lead & Graphic Design Manager   March 2018 - March 2021

The Imagique Group | South Africa

As a Graphic Designer and Creative Lead at The Imagique Group, I spearheaded a wide range of creative initiatives across multiple businesses within the organization. My contributions included:

Website Design and Maintenance:
- Single-handedly designed and developed websites for various businesses under The Imagique Group using WordPress.
- Ensured regular maintenance and updates of these websites with fresh content and product listings. ➡

WORK EXPERIENCE

Creative Lead & Graphic Design Manager (Continued)

Product Photography:
- Executed all product photography for online platforms, social media, and print materials, maintaining high standards of visual appeal and consistency.

Video Production:
- Conceptualized, filmed, edited, and published video tutorials showcasing products, enhancing brand engagement, and expanding reach via YouTube.

Product Innovation:
- Collaborated with business owners to devise new product concepts and strategies, contributing to the expansion and diversification of product lines.

Product Design:
- Designed innovative products such as printable edible cake decorations, blending creativity with market demand and consumer preferences.

Print Projects:
- Managed print projects including brochures, business cards, and other marketing collateral, ensuring alignment with brand identity and messaging.

Creative Department Management:
- Led and coordinated the entire creative and graphic design department, fostering a collaborative and innovative work environment.

Inventory Management:
- Led and Maintained accurate stock records of products on the websites, optimizing inventory levels and facilitating efficient order fulfillment.

Client Engagement:
- Conducted creative paint and cake classes, engaging directly with clients to showcase skills and foster community involvement.

Social Media Strategy:
- Developed and implemented social media content strategies, campaigns, and initiatives to drive brand awareness, engagement, and sales.

Graphic Designer   September 2016 - March 2018

EE Publishers l South Africa

Magazine Layout Design:
- Designing layouts for magazine articles, features, and advertisements that adhere to editorial guidelines and enhance readability.
- Incorporating images, graphics, and typography to complement and reinforce editorial content, ensuring visual harmony and coherence.
- Preparing final artwork files for print production, including color correction, image optimization, and prepress checks.
- Liaising with printers to ensure technical specifications are met and quality standards are maintained throughout the printing process.
- Proficient in desktop publishing software such as Adobe InDesign, Illustrator, and Photoshop, as well as other relevant tools and plugins.