

Kelly Michelle Jones

Curriculum Vitae

Education and Qualifications

Bachelor of Arts in Graphic Design Jan 2016 - Nov 2018

Vega School of Advertising, Johannesburg

Studied Graphic Design for 3 years and earned a BA Degree in the field. The degree taught skills in graphic design, Adobe Creative Suite as well as Photography, Illustration and Drawing.

Basics of Web Development and Coding Specialisation Nov 2020 - Mar 2021

University of Michigan (Coursera)

Completed Introduction to HTML5 and Introduction to CSS3.

Google UX Design Professional Certificate Nov 2023 - Present

Google (Coursera)

Learnt how to apply foundational UX concepts, like user-centered design, accessibility, and equity-focused design. Taught how to understand the basics of UX research and the use of Figma for wireframe creation.

Work Experience

Freelance Graphic Designer Mar 2019 - Present

Freelance - Johannesburg

- Freelance graphic designer offering various graphic design services including social media marketing and photography.
- Creating brand identities for various start-up companies.
- Creating social media designs for Vaylion Digital Marketing clients.
- Creating print work for Vaylion clients.
- Creating illustrations/ artwork for clients using Procreate.

Graphic Designer Jul 2023 - Oct 2023

Capital Legacy - Bryanston, Johannesburg

- Edited and created both internal and external documentation for electronic and print use.
- Designed brand identities for NEST companies and rebranded existing documentation for their own use.
- Edited and designed brochures for White label companies.
- Designed marketing collateral for Capital Legacy and White label companies.
- Designed training documentation for internal staff members on various subjects.
- Created social media designs which strictly followed the brands CI.
- Collaborated with graphic designers, copywriters, the marketing project manager and social media managers.

Personal Information:

Email Address

kelzjones@icloud.com

Contact Number

076 629 7343

Skills:

- Adobe Creative Suite
- Illustration
- Photography
- Art and Illustration
- Basic Web Design
- Microsoft Office
- Basic UI/UX design
- Wireframes

Portfolio link:

www.kellymjonesdesigns.com

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Work Experience

Digital Graphic Design Specialist

Oct 2022 - Dec 2022

Raul Equine Inc - New York, USA (Remote)

- Created social media posts for Instagram, Facebook, Pinterest and LinkedIn daily for 8 brands owned by Raul Equine Inc.
- Created brand identities for each company owned by Raul Equine Inc.
- Designed and created coffee packaging stickers for CafeSilva.
- Created banners for LinkedIn, Facebook and Pinterest.
- Worked against tight deadlines to ensure social media posts were completed in time to be posted daily.
- Designed and edited existing websites on Shopify and Squarespace.
- Created marketing material including website banners and brochures for all 8 brands.
- Writing copy for social media post designs.

Graphic Designer

Mar 2021 - Jun 2022

ReachInOut - London, UK (Remote)

- Worked as the head of graphic design and social media graphic design creation.
- Scheduled posting and posted for over 45 clients.
- New LinkedIn social media posts created daily for upcoming weeks for clients approval.
- Worked closely with copywriters to ensure the design worked with copy that was written.
- Created social media templates and designs for multiple clients, including LinkedIn banners.
- Created in-house marketing material for ReachInOut including business cards and brochures.
- Worked closely with clients in the UK to ensure the designs met their expectations.
- Worked against tight deadlines to ensure designs were completed for clients posting approval.
- General administrative tasks, including updating the company LinkedIn page as well as employee profiles and the creation of on-boarding documents for new prospect clients.

Junior Graphic Designer

Mar 2019 - Aug 2020

African Bank - Midrand, Johannesburg

- Worked as a junior graphic designer to create "how to" guides for the African Bank Website and created informative videos for clients and printable guides for in-branch or personal use.
- Creation of infographics to boost SEO of blogs on the African Bank website.
- Designed Social media posts and artwork for Facebook, Twitter and LinkedIn.
- Retail work included brochure design as well as branch TV videos to advertise company bundles.
- Digital "Always On" packs, which included various digital marketing materials including animated display banners, Facebook marketing, Gmail banners Youtube, and branch TV advertisements.

Personal Skills:

Communication



Reliability



Teamwork



Problem Solving



Flexibility



Responsibility

