

# chanel de gUlsti

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## PROFESIONAL SUMMARY

Passionate and fast learning student, utilizing creative skills to drive business goals and meet the needs of users. Possessing exceptional problem-solving and people skills. Works efficiently and effectively in results-oriented teams.

## EDUCATION

### **Google** UX Design Certificate

*// July 2022 – April 2023, Online*

Completed training designed for entry-level job readiness. 15 modules included topics like: UX research fundamentals, inclusive design, low-fidelity and high-fidelity prototypes, usability studies and iteration, and tools like Figma and Adobe XD.

Completed 3 hands-on projects and created individual case studies for each.

### **Brainnest** UX Design Training

*// April 2023 – May 2023, Online*

Completed training provided by Professor Hadzi Marko.

Worked on previous Brainnest Projects, including a Meditation app and a sushi app for Orient. Listening to feedback and making iterations helped transform my work. Topics covered include alignment, unity, hierarchy, similarity, isolation, call to action, common region, and many other UX design laws.

### **LinkedIn Learning**

*// February 2021– June 2021, Online*

Received Certificates of Completion for:

Social Media Marketing: Strategy and Optimization

Marketing on Instagram

Marketing on Facebook

Social Media Market Foundations

Digital Marketing Foundations

Unconscious Bias

Diversity, Inclusion and Belonging

Confronting Bias: Thriving Across Our Differences

### **The TEFL Academy** Qualifi Level 5 Certificate in Teaching English as a Foreign Language

*// June 2021 – December 2021, Online*

Graduated with a merit (80%)

### **Parel Vallei** High School

*// January 2016 – November 2020, Somerset-West, South Africa*

National Senior Certificate; Graduated with an A (85,33%)

Received a merit award (medal) for the final examination results

Awarded with full colors for Academics: Completed 12 design projects in 3 years while taking Design as a subject; Received 98% for my final project.

## EXPERIENCE

### **UX Design freelancing** Self-employed

*// June 2023 – PRESENT, Remote in South Africa*

- Creating a variety of different websites for clients
- Using the WIX website builder to get a basic feel for publishing and running a live website
- Learning to adjust personal design styles to the needs of clients

[View my portfolio here.](#)

### **Graphic Designer** Ruby Wines; DE GUISTI LIQUOR

*// 2022 - Present, Somerset West, South Africa*

- Working closely alongside the Marketing and Sales team on creative planning.
- Facilitating projects from conception to production, ensuring high-quality design outputs.
- Applying personal drawing abilities and Adobe Photoshop to create custom labels for their products.

### **Product & Graphic Designer** Tactical Ready

*// June 2022 - Present, Somerset West, South Africa*

- Creating custom graphic t-shirts, in Adobe Photoshop, for the tactical target audience
- Staying in communications with the managers and updating them on design ideas and iterations
- Presenting the final designs to stakeholders

### **Private Tutor** Self-employed

*// May 2021 – November 2022, Stellenbosch to Gordons Bay, South Africa*

- Helping Students improve their academic results by customizing lesson plans to their individual needs, creating original examples and exercises during the lesson, and simplifying explanations.
- Handling challenging behavior with firm yet calm tone, diverting focus back to course materials and emphasizing the structure of the lesson to encourage focus, while maintaining clear break times to decompress.
- Providing reports to parents on student progress after every session, including written reports and verbal discussions to provide and receive constructive feedback on student needs and achievements.

### **Social Media Manager** Praesidio Tours and Charters

*// Jan 2021 – July 2022, Somerset West, South Africa*

- Nurtured Facebook and Instagram followers and views with a diverse range of content to achieve 65,63% increase over 3 months.
- Designing unique and engaging posts using Adobe Photoshop and different Graphic Design websites to enhance brand identity across all channels.

## SKILLS

### **Technical**

Figma // Adobe XD knowledge // Google Slides // PowerPoint slides // Basic knowledge and skills in Adobe Photoshop // Instagram // Facebook // WIX website builder

### **Design**

User research // Empathy maps // User personas // User journey maps // Problem statements // Competitive audits // Wireframing // Mockups // Usability studies // Iteration // Prototyping // Presentation // Social Media

### **Collaboration**

Communicative // Gives design critique + feedback // Strong presenter // Detail-oriented // Team player