

# Anele Mlotshwa

## Graphic Designer



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I'm a creative and versatile Graphic Designer with a passion for crafting compelling digital and print content that connects brands with their audiences. With over 16 years of experience, I've worked across everything from social media and custom artwork to print materials like brochures, reports, campaign collateral, and large-format design. I enjoy taking ideas from concept all the way through to final production, and I bring a bold, detail-driven approach to everything I create.



### Skills

|   |                                |          |           |
|---|--------------------------------|----------|-----------|
| ● | Adobe Creative Suite.          | ●●●●●●●● | Very Good |
| ● | Premier Pro                    | ●●●●●●●● | Good      |
| ● | FIGMA                          | ●●●●●●●● | Very Good |
| ● | Microsoft office               | ●●●●●●●● | Very Good |
| ● | Adobe XD                       | ●●●●●●●● | Good      |
| ● | Chase for time sheet recording | ●●●●●●●● | Good      |

September 2022  
to Present



## Work History

### Senior Graphic Designer

Duma Collective, Johannesburg

- Designed **high-impact static visuals** for various social media platforms, including Instagram, Facebook, LinkedIn, and TikTok — aligned with brand identities and campaign goals.
- Developed digital artwork for **marketing campaigns, event promotions, and influencer content**, ensuring consistency across formats.
- Produced **print-ready designs** such as posters, flyers, banners, for internal use and client-facing campaigns.

July 2022  
to September 2022

### Graphic Designer and Content Manager (Contract)

LV Digital, Johannesburg

- Managed and scheduled visual content across various **social media platforms and online channels**, ensuring timely and consistent brand messaging.
- Monitored and analyzed **user engagement and traffic metrics** using content management systems (CMS) and social media analytics tools to inform design and content strategy. Designed Direct To Consumer artwork for A/B testing.

July 2021  
to July 2022

### Graphic Designer

Global Network USA Inc.

- Responsible for creating compelling visual assets across digital and print platforms, including social media campaigns, and promotional materials.

January 2018  
to January 2020

## Graphic Designer

FNB LIFE, Johannesburg

- Created digital image files for use internal digital dashboards
- Designed creative digital displays used in on the departmental screens
- Created broad range of work using various design techniques
- Conceptualized and developed graphics products for internal projects
- Provide support to EXCO.
- Responsible for creating graphs/tables for reporting
- Provide recommendations to improve the the overall performance and efficiency of the department.

December 2010  
to December 2017

## Brand Coordinator

Anova Health Insitute, Johannesburg

- Collaborated with product development team to effectively modernize and update promotions.
- Created customized marketing materials to increase product awareness.
- Collected data using various research methods to broaden results and optimize marketing strategies.
- Identified appropriate marketing channels and target customers for campaigns.
- Maximized advertising efforts by developing content for media relations, corporate communications and social media posts.
- Liaising with other stakeholders- taking briefs, managing and delivering to client's expectations.

June 2007  
to November 2010

## Graphic Designer

Moyatech, Johannesburg

- Worked with clients to gather and define requirements, establish scopes and manage project milestones.
- Completed in-depth product design tests using updated software tools.
- Designed website layouts, templates and unique branded looks.
- Created designs and collaborated with technical team to complete projects.
- Liaising with stakeholders – taking briefs, managing and delivering to clients' expectations
- Built corporate brands by designing cohesive looks between elements.

April 2005  
to May 2007

## Graphic Designer

*Gold Creative, Johannesburg*

Design layouts for print to be produced for advertising campaigns on billboards, street pole ads, vehicle branding, promotional items and other print media.



## Education

Interested in  
studying

### User Experience(UX) Design:

*UX Design Institute - Johannesburg*

2004

### Dtp And Graphic Design Certificate: (2004)

*Concept Interactive – Rosebank*

2003

### Matric (2003)

*Parktown Boys' High School – Johannesburg*

Generally I'm a family-oriented individual who enjoys spending quality time with my wife and kids. Other than graphic design, I'm passionate about researching e-commerce solutions, building online stores and apps. I think the ultimate dream is to build a fully automated system that generates billions with minimal physical interaction then license it to entrepreneurs.