

ANELE MLOTSHWA

SENIOR GRAPHIC DESIGNER | ART DIRECTOR | PHOTO RETOUCHER

Johannesburg, South Africa • +27 69 471 5148 • mr.anele@gmail.com

Portfolio: behance.net/anelemlotshwa • nelsz.net

PROFESSIONAL PROFILE

Senior Graphic Designer and Art Director with over 16 years of international expertise spanning advertising, branding, and large-format production. Distinguished by a proven track record in orchestrating complete 360° integrated campaigns, seamlessly translating grand strategic concepts across multi-channel environments, from high-impact digital and physical Out-Of-Home (OOH) billboards to highly optimized social media architectures for TikTok, Meta, and LinkedIn. A master of advanced photographic retouching, visual compositing, and scalable brand systems, adept at driving operational workflow efficiency and preserving absolute asset integrity under demanding client timelines.

CORE EXPERTISE

360° Campaign Architectures & Rollouts • Master Key Visual Development • High-End Photo Retouching • OOH & Digital Large-Format Artwork • Social Media Asset Optimization • Fleet, Branding & Environmental Systems • Layout, Typography & Pre-Print Production • Quality Control & Cross-Platform Consistency

TECHNICAL PROFICIENCIES

Adobe Creative Suite: Photoshop, Illustrator, InDesign, Acrobat, Premiere Pro, Adobe XD

Digital & UI/UX Design Tools: Figma, Canva, Interaction Design & Prototyping Systems

Productivity & CMS Platforms: Microsoft PowerPoint, Microsoft Office Suite, Content Management Systems

PROFESSIONAL EXPERIENCE

DUMA COLLECTIVE (ADVERTISING AGENCY) | Senior Graphic Designer | from 2022 to August 2026

- Spearheaded and delivered integrated digital and social campaign architectures across Instagram, Facebook, LinkedIn, and TikTok, ensuring pixel-perfect format uniformity.
- Architected comprehensive creative visuals for enterprise-level marketing events and premium influencer content streams directly from conceptual briefs.
- Engineered high-impact, print-ready large-scale assets, applying advanced layout mechanics, structural typography guidelines, and strict production compliance parameters.
- Executed multi-format adaptations for approved campaign directions, preserving brand ecosystems and visual accuracy across global dimensions.

FEATURED CAMPAIGN HIGHLIGHT: KINTO (Mobility & Vehicle Fleet Solutions)

Led the conceptual layout and complete visual design ecosystem for KINTO's smart mobility and vehicle fleet solutions campaign. Successfully developed and executed an extensive suite of brand touchpoints including corporate internal stationery, data-heavy reporting and delivery templates, dealership Point-of-Sale (POS) displays, high-engagement dealer mailer communications, physical office environment branding, and targeted digital/social media promotional assets, see an example of the KINTO digital assets on nelsz.net.

LV DIGITAL (MARKETING AGENCY) | Senior Graphic Designer & Content Manager | 2022

- Managed and systematised complex digital content rollout workflows across online touchpoints to sustain synchronized real-time brand messaging frameworks.
- Iterated direct-to-consumer digital design variants structured specifically for tactical A/B testing methodologies.
- Utilised advanced CMS data matrices and audience engagement metrics to validate and optimize visual communication iterations.

GLOBAL NETWORK USA | Graphic Designer | 2021

- Engineered high-conversion visual asset libraries scaled for simultaneous cross-platform digital deployments and print promotional distribution tracks.

FNB LIFE | Graphic Designer | from 2018 to 2020

- Developed clean UI components for corporate web environments, business health monitors, and real-time internal operation displays.
- Standardized communication templates and graphic layers to reinforce mission-critical executive board presentations and performance indexes.

ANOVA HEALTH INSTITUTE | Branding Consultant | from 2009 to 2017

- Conceptualised and delivered localized medical campaign collateral, brand assets, and multi-tiered educational communication structures.
- Guided stakeholder mapping sessions to identify design operational needs, maintaining absolute alignment across institutional requirements.

MOYATECH | Graphic Designer | from 2008 to 2009

- Formulated unified design languages, branding elements, and semantic framework maps for enterprise web interfaces via close client-side collaborations.

GOLD CREATIVE | Graphic Designer | from 2005 to 2007

- Composed highly structured production layouts for premium outdoor out-of-home platforms including billboards, high-exposure urban infrastructure, and vehicle wraps.

EDUCATION

Currently studying UX/UI Product Design +Ai | Interaction Design Foundation (IxDF)

CAREER AMBITIONS

In parallel with graphic design and art direction it would be a dream come true to design an app for any company I work with to improve customer experience.

My future portfolio projects are:

- **Virtual Garage:** A virtual garage that is operated on WhatsApp that works on a 5m geofence.
- **Online Laundry App:** A SaaS model that has customers' laundry collected, washed, folded, and delivered.
- **Microlending App:** A microlending app which is lifestyle focused making it stylish to use money wisely.