

# natheefah maroof

## GRAPHIC DESIGNER

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### PERSONAL

20th March 1989,  
Cape Town, South Africa  
Female  
English (home language),  
Afrikaans (second language)  
Code B Driver's license

### EDUCATION

#### 2006:

Matriculation Exemption  
with merit  
South Peninsula High School

#### 2009:

National Diploma (ND)  
in Graphic Design  
Cape Peninsula University  
of Technology

#### 2010:

Bachelor of Technology  
(BTech) degree  
Graphic Design - Cum Laude  
Cape Peninsula University  
of Technology

### SOFTWARE

Proficient in Microsoft Office  
Programs - Word, Excel,  
Powerpoint.

### SKILLS AND TRAINING

11 years working experience in the design industry. This includes, but is not limited to:

The ability to conceptualize and communicate ideas, visuals and graphics that are specific to a client's needs and requirements.

Experience in the application of graphic design theory to design and create varied layouts, visuals, communication items, promotional material and branding materials for small and large organisations and individuals. Ability to design the following items (included but not limited to): business cards, certificates, place cards, invitations, letterheads, directional signage, application of logo to clothing, leaflets, pamphlets, booklets, posters, brochures, cards, banners, signage, promotional items, photographic layouts, infographics and document layouts and digital marketing material.

Ability to market ideas, concepts, visualisation and critical thinking. This includes experience in creating marketing campaigns for social media as well as marketing material across the board, from inception until delivery.

### 12 YEARS EXPERIENCE IN



**ILLUSTRATOR**



**PHOTOSHOP**



**INDESIGN**

Proficient in Adobe Illustrator, Photoshop, Indesign and Bridge current CS suite.

## WORK EXPERIENCE

2010 -  
present

**Freelance designer and illustrator at self-owned company  
Sunshine Hello Design**

Illustrations commissioned by companies such as Woolworths, Marie Claire and various individuals, companies and organisations.

July 2017 -  
June 2020

**Vendor/Supplier/Graphic designer for the City of Cape Town**

Responsibilities: provision of any design services needed by the city: brochures, signage, banners, posters, booklets etc.

2015 - 2020

**Creative Arts teacher -  
Grades 7, 8 and 9 at Darun Na'im Academy.**

June 2011 -  
June 2014

**Vendor/Supplier/Graphic designer for the City of Cape Town**

Responsibilities: provision of any design services needed by the city: brochures, signage, banners, posters, booklets etc.

March 2011 -  
April 2014

**Full time graphic designer at B-Design**

Responsibilities: designing logos, brochures, signage, branding, banners, campaigns, any print and digital media.

2010

**Freelance designer for Blush Media - corporate branding solutions**

Responsibilities: designing logos, brochures, signage, branding, banners, campaigns, any print and digital media.

2010

**8 Ink Media - magazine and publication company**

April - May: one month internship  
Responsibilities: illustration and layout work.

2009

**Blush Media - corporate branding solutions company**

December 2009 - Graphic designer  
Responsibilities: designing logos, brochures, signage, branding, banners, campaigns, any print and digital media.

2008

**Blush Media - corporate branding solutions company**

December 2008 - Graphic designer  
Responsibilities: designing logos, brochures, signage, branding, banners, campaigns, any print and digital media.

## REFERENCES

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