



# Jolandi Maré

GRAPHIC DESIGNER | ART DIRECTOR

## Hello, get to know me.

I have **16 years** of graphic design and Art Direction experience in digital-, social-, print design, corporate identities, retail design, web design, exhibitions, magazine/publication design and layout for various clients across the world.

I have excellent skills in interpreting and understanding a clients needs, a distinct eye for detail, excellent communicative and people skills. I'm a highly creative and passionate individual with a great drive and burning desire to give 100% in every project and aspect of life. I can take any project from concept to finish.

## Personal information.

- ✉ **jolandim1@gmail.com**
- 📞 **0421148912**
- 📍 **Brisbane**
- ✓ **Permanent Resident**
- 🌐 **Portfolio: [jmletscreate.com](http://jmletscreate.com)**

## Education

**2006 - 2008**

**BA Graphic Design**

**Location:** DESIGN SCHOOL SOUTHERN AFRICA  
Pretoria.

Graduated in Graphic Design and Mulitmedia at the Internationally acknowledged Design School of Southern Africa.

## Skills software.

Adobe InDesign  
Adobe Photoshop  
Adobe Illustrator  
Adobe Firefly  
Adobe Xd  
Adobe Premier Pro  
Moderate in Word Press

## Design expertise.

Graphic Design	Exhibition Designs
Art Direction	Branding
Corporate Profiles	Web Design
Corporate Identities	UI and UX
Magazine Design & Printing	Social Media Marketing
Catalogues	Social Media Strategy
Brochures, Adverts (Print and digital)	Photography and editing (for print and web)
E-mailers	Product Photography for e-commerce
Advertising Campaigns	Team Management
Promotional Designs	Business start up
Retail Design	Business Strategy etc.

## May 2025 - Current

### Creative Designer

**Location:** Brisbane, Australia

**Company:** Prodigy+

In-house Graphic Designer.

Prodigy+ is a strategic creative agency that positively powers brands.

At Prodigy+ I worked on clients such as Aviation Australia, Close the Loop, BOQ, Suncorp, Cricket Australia, Graphinex, SAU- Specialist underwriting agencies, CTM – Corporate Travel Management and OTM – On the Money etc. Projects included the following:

- Logo Development
- Annual Reports
- School Course Guides
- Wall Signage
- EDM's
- Video Editing etc.

## 2024 - May 2025

### Freelance Graphic Design

**Location:** Brisbane, Australia

**Start August 2024 - December 2024**

**Company:** TOTO & Co. Advertising Agency

In-house Freelance Graphic Design

Worked on big property clients such as Radisson Blu and TRYP Hotel by Wyndham - Southport Gold Coast.

- Logo Design
- Brochures
- Brand Development
- Website Design
- Adverts
- EDM's
- Video Storyboards
- Signage

**Company:** JFS Engineers

New corporate profile/capability statement template.

**Company:** ENGENERA

Logo refinement and new corporate profile/capability statement.

**Company:** FITNESS CARTEL AUSTRALIA  
MERSE WELLNESS SPA

Graphic Design.

Design of new poster that was rolled out in all their gyms across the country.

## 2018 - 2023

### Graphic Design & Marketing

**Location:** Pretoria, South Africa

**Company:** CANINE KIDS (Pty) Ltd

Business Owner.

- Designed and created the brand identity for Canine Kids, a cage-less doggy daycare and boarding facility, ensuring a distinctive and appealing image that resonated with the target market
  - Built and maintained the website using WordPress ([caninekids.co.za](http://caninekids.co.za)), optimizing it for user experience and search engine visibility to attract and retain customers
  - Conducted all marketing and advertising efforts, including designing promotional materials, and leveraging paid advertising strategies to increase brand awareness and customer engagement
  - Ran successful social media campaigns across multiple platforms, creating engaging content that highlighted service offering, showcasing customer testimonials, and promoting special offers, significantly boosting online presence and client base
  - Completed an animal behavior course and performed extensive location and target market research to ensure a safe and secure environment for the dogs, aligning our services with the needs and expectations of our clients
  - Hired, trained, and managed a team of employees, ensuring high-quality care and service, while also overseeing client management and bookings to maintain strong customer relationships and satisfaction
- Sold the business successfully in 2023.

## 2015 - 2017

### Senior Art Director

**Location:** Pretoria, South Africa

**Company:** Red September

Digital Marketing Agency.

Core Responsibilities:

- Worked closely alongside the Creative Director, Digital Strategist & Web Developers
- Managed two Graphic Designers in my team
- Worked closely alongside the Traffic Manager and Account Managers to meet deadlines
- Web design, Brand Identities, Corporate Profiles, Logos etc.
- Brainstorm new campaigns
- Design and Strategies for social media marketing
- Various big advertising campaigns below and above the line
- Designed and attended various design pitches for new clients

- Photography
- Ran the in-house internship programme. Onboarding and training new interns
- Worked on big known brands such as John Deere, Unicef, Tupperware etc.

## AWARD NOMINATIONS

Finalists at the Assegai Integrated Marketing awards in 2015 for our eStudy Direct Marketing Campaign and ROI.

Finalists at the Pendoring awards for our UNICEF Breastfeeding campaign.

## 2014 - 2015

### Graphic Designer

**Location:** Cape Town, South Africa

**Company:** ZOONA (PTY) LTD

Zoona is a mobile money transfer business and the Best Mobile Start-Up in Africa.

- I created a new Brand Identity and rolled out all sales and marketing material across the board
- Design of new website
- In-house branding

## 2011 - 2013

### Graphic Designer

**Location:** Cape Town, South Africa

**Company:** DTMSA  
Marketing Agency.

I have worked on various print and digital projects for the following clients:

- Corporate: Eskom, Brand ID, Complex
- Fashion: EMI, Maidenform, Lilyette, Flexees, After Eden - Elle McPherson
- Agency: GBR, Unitel
- Entertainment: Heart 104.9FM radio station
- Travel: Passport Magazine
- Retail: Eastgate shopping centre, Northgate shopping centre and Waterfall Mall shopping centre

## 2009 - 2011

### Graphic Designer

**Location:** Centurion, South Africa

**Company:** MECALC (Pty) Ltd.  
Subsidiary of MÜLLER-BBM (Germany)  
Corporate Engineering Firm.

Creation and implementation of the company brand and corporate identity from the ground up. Job includes graphic design work for MÜLLER-BBM and other international subsidiaries.

Core Responsibilities:

- Graphic Design and Marketing work for both companies, Mecalc and Muller-BBM
- Company Branding and corporate identity development
- International projects for exhibitions and adverts all over the world. Have specifically done work for America, Germany, France, Korea, Scandinavia
- Created a major Software Catalogue, Hardware Brochure and Training Brochure for Muller-BBM in Germany

## 2008

### Graphic Design Internship

**Location:** Pretoria, South Africa

**Company:** Yonder Media

Worked on a new mobile website.

## Related strengths.

- ➔ Attention to detail
- ➔ Excellent people and communication skills at all levels
- ➔ Team management skills
- ➔ Creative and versatile
- ➔ Professional approach
- ➔ Good organizational and time management skills
- ➔ Perform very well under pressure and very hard working
- ➔ Perseverance

# Thank you.