

GRAPHIC



ALICIA STEENKAMP

DESIGN

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# ABOUT ME

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"I AM A CREATIVE  
THINKER WITH  
TECHNICAL  
EXPERTISE AND  
A NICHE FOR  
TRENDS."



## Alicia Steenkamp

**Designer. Creator. Branding Advocate.**

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I am Cape Town based graphic designer with a love for all things new and different. I am a creative thinker with technical expertise and a niche for trends.

I have 12 years of work experience in the Graphic Design industry. I am experienced in print and digital design. I've worked with local and international brands, in different business sectors. In my career, I have achieved many successful outcomes, managed and executed a lot of successful projects and remained confident with a variety of design applications and platforms.

Whether you're looking for a contract designer or a full-time creative, I am available!

# CURRICULUM VITAE

## WORK EXPERIENCE

### The Media Genius - Langebaan (Remote) 2024 - Currently

- Design Wordpress websites and HTML email signatures, creating visually engaging, responsive digital solutions tailored to client branding and business goals.
- Provide graphic and digital design services for web, email and social media, along with ongoing customer support, optimal performance and up-to-date content across platforms.

### Linchpin Studio - Cape Town (Remote) 2021 - 2024

- As a digital graphic designer at Linchpin Studio, I specialize in crafting visually compelling digital designs: engaging infographics, dynamic social media posts, professional presentations etc.
- I leverage industry-standard tools including Figma, WordPress, and the Adobe Suite. My role involves translating complex concepts into accessible visuals, enhancing user experience and driving effective communication strategies.

### Brandxtreme - Pretoria Senior Graphic Designer | 2018 - 2021

- DTP operator & digital printer: managed Roland printers
- Managed and executed graphic design needs for various sectors and maturity level companies.
- Successfully managed complex graphic design tasks, from concepts to execution. Working on more than one project at a time and delivering exceptional work.
- Worked with the creative team to create successful campaigns, which included social media strategies, ad management, poster designs, motion graphic ads and promotional items.

- Worked with clients to strategize social media marketing plans and successfully executed them on a weekly basis (managing ads and tracking leads).
- Created and managed websites for a few companies. Which included website wireframing, UI & UX design, web development, SEO strategies, E-commerce and CMS.
- Designed and produced artwork for communication media; including collateral, branding, packaging and large format graphics.
- Lead design projects, delegating and overseeing intern and junior designer's work.

### Digifusion Signs - George, South Africa Graphic Designer | 2013 - 2018

- Experiences working with a variety of large format machines, like Roland printers, UV printers and laser cutters .
- Hands on experience with clients. Taking projects from concept to final production.
- Defined the tone and voice of the company, by completely redesigning the logo, business identity, website and signage.
- Established ability to work in a very high stress, fast paced environment, with no room for mistakes.
- Managed projects from large clients like Adcock Ingram and Heineken SA.
- Lead signage projects (overseeing artwork, production flow, quality checking and coordinating installations.)
- Introduced website development as a new services for the company. Designed 20+ websites on platforms like Joomla and Wordpress.
- Managed the company's Social Media platforms. From strategy and designing content to management.
- Team lead for two extra divisions of the company, DF Elements and Sky High Rentals. I designed their brand Identities, conceptualised products (UX design) and

## EDUCATION

### Damelin - George, South Africa

Media & Design Technology  
2012 - 2013

- Merrit Award (Graduted with 98% average)
- Gave short course lectures in Adobe CC

### Highschool Porterville

Matriculated  
2010

## AWARDS & CERTIFICATIONS

- AODA: Social Media Marketing Workshop
- Udemy: The Complete Digital Marketing Course
- Udemy: User Experience Design Essentials - Adobe XD UI UX
- Udemy: After Effects CC The Complete Motion Graphics Masterclass
- Udemy: Procreate - Digital Art, Illustration, Animation
- Winner: Epcot Festival, T-shirt Design Contest, Orlando, FL, USA
- Winner: Body By Sandy, Bag Design Contest, South Jordan, Ut, USA

# SKILLS

## DESIGN

**Graphic design** — I am extremely confident in these programs.

Adobe Illustrator  
Adobe Photoshop  
Adobe After Effects  
Adobe InDesign  
FIGMA  
CorelDraw  
Canva  
Microsoft (Word, Powerpoint and Excel)  
Google (Slides, Docs, Forms and Sheets)

## WEB

**Web design** — I have designed and developed over 40 websites over the years.

WordPress  
HTML5 / CSS  
FIGMA (Developer)

## PRINT

**Large format printing** — I have extensive knowledge in large format printing.

Printers I've worked on:  
Roland 1,3m and 1.8m printers  
Psycho flatbed printer (3x6m)  
Lazer cutters and CNC routers



## DIGITAL MARKETING

**Social Media** — I have done social media strategies and managed multiple pages. One of them having 30 000+ page likes.

META  
(Facebook & Instagram)  
LinkedIn  
Youtube

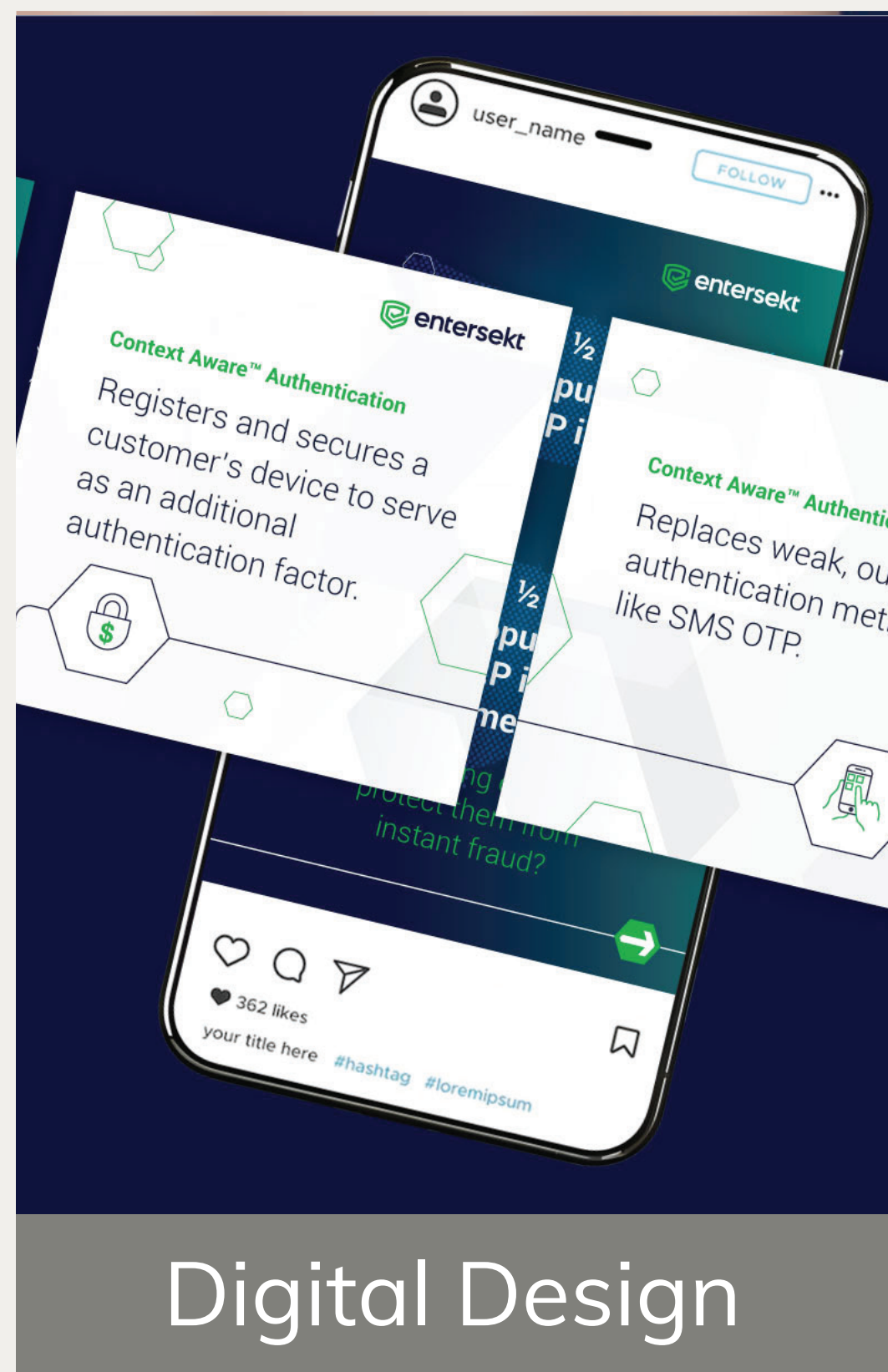
Proficient in creating digital ads (static and motion)

## OTHER

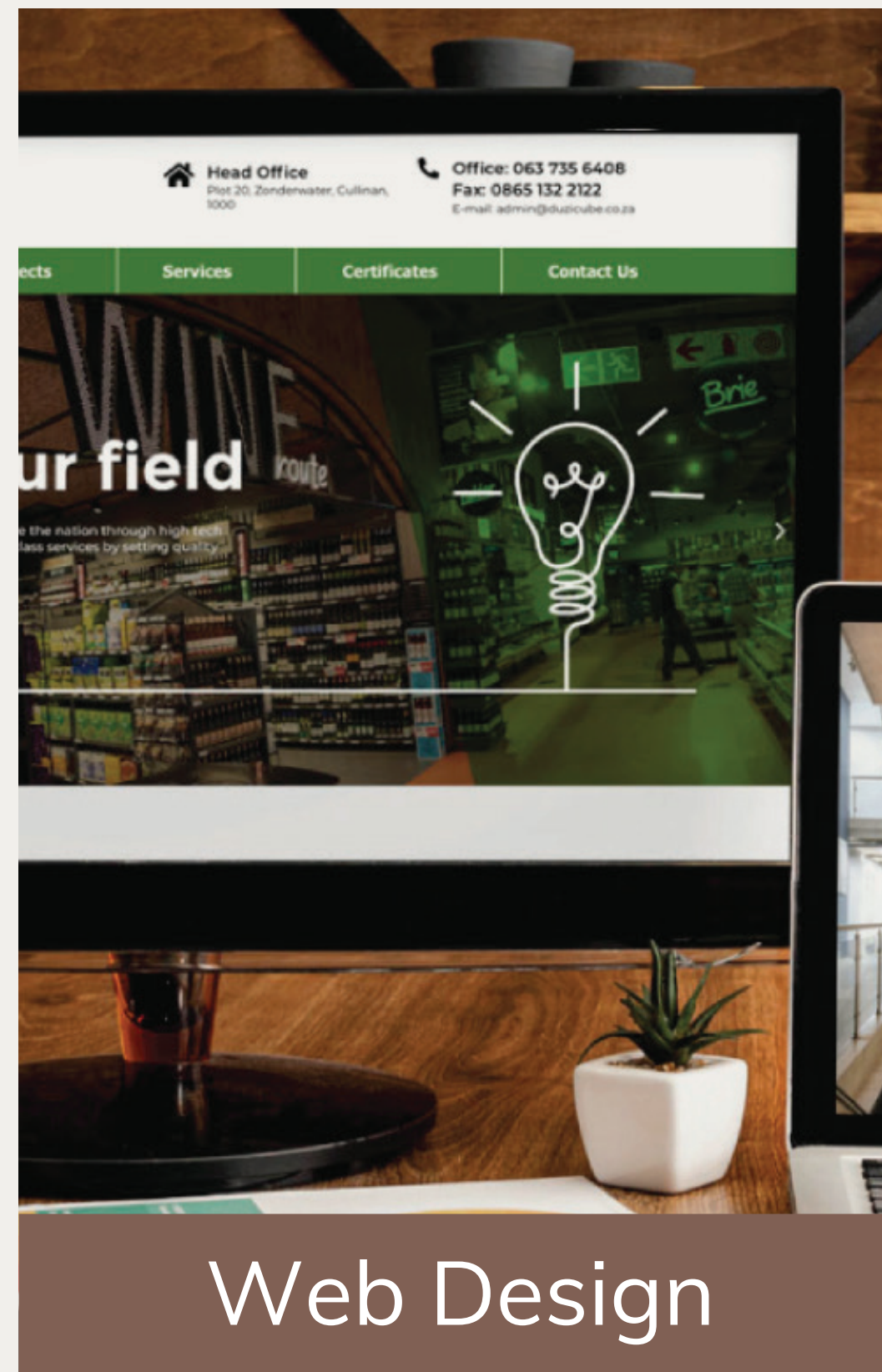
Slack  
Toggl Track  
Notion  
Rocketseed  
Zoho



# PORTFOLIO



Digital Design



Web Design



Print Design



Publication Design

# Mobi·G

Website design & development,  
brochure design,  
publication design

## Brief:

- Bold
- Simple
- Premium



Website Design: mobigolfcart.com

# VetsBrands

## Packaging Design

### Brief:

- Scientific
- Clean
- Premium



# Entersekt

Digital Design,  
Print Design



entersekt

Almost ½ of the U.S. population uses P2P instant payments

Are you doing enough to protect them from instant fraud?

entersekt

**Context Aware™ Authentication**

Registers and secures a customer's device to serve as an additional authentication factor.

entersekt

**Context Aware™ Authentication**

Replaces weak, outdated authentication methods like SMS OTP.

Learn more at [www.entersekt.com](http://www.entersekt.com)

link  
LEADING VENDOR  
2024

Account Takeover Prevention in Banking

entersekt  
The Financial Authentication Company.

Liminal recognizes Entersekt as a leading vendor for ATO prevention in banking

Frank Moreno  
Chief Marketing Officer

READ BLOG

Digital Design: Instagram and Facebook posts



E-Book Design



Infographics

# Adept ITC

Digital Design:  
Social Media



**Adept**

OUTSOURCING IT MANAGEMENT CHECKLIST

**Malware and phishing**  
or issues with the mail  
environment?

#itmanagement

**Adept**

OUTSOURCING IT MANAGEMENT CHECKLIST

Trouble managing  
your **servers** and  
their **performance**?

#itmanagement

**Adept**

OUTSOURCING IT MANAGEMENT CHECKLIST

**Security** issues on  
your network and  
servers?

#itmanagement

**Adept**

HISTORY OF TECH: 1996

The first **Java**  
**Development Kit**  
(**JDK 1.0**) code-named  
oak was released on  
January 23, 1996



**Adept**

Why choose  
Managed Services  
for your  
business IT?

**Adept**



**Microsoft 365**

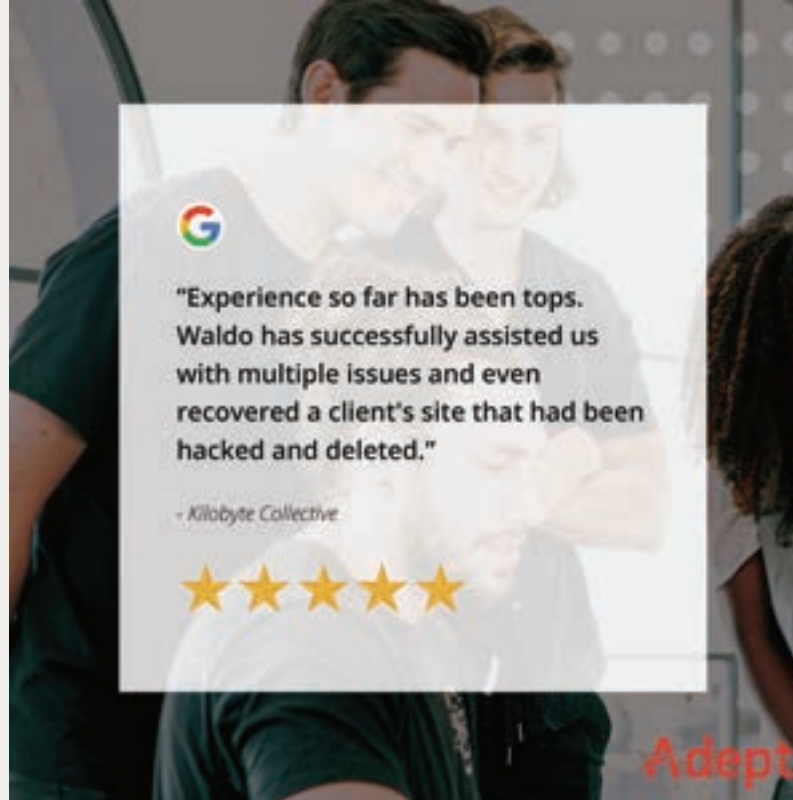
The most powerful  
productivity cloud  
at your fingertips


HISTORY OF TECH: 1996

The game  
**Duke Nukem 3D**  
was released on  
January 29, 1996



**Adept**





"Experience so far has been tops.  
Waldo has successfully assisted us  
with multiple issues and even  
recovered a client's site that had been  
hacked and deleted."

- Kilobyte Collective

★★★★★

**Adept**

**Adept**

Celebrating 25 years  
of excellence  
In IT management and  
connectivity

**Adept** Managed Service Provider

Why Managed IT  
trumps in-house

**Adept**

BUSINESS FIBRE

**Broadband Fibre**

Starting from  
**R850**  
PER MONTH

**Adept**

Scalable  
Business Fibre

<b>Enterprise Fibre</b> Starting from <b>R3820</b> PER MONTH	<b>Broadband Fibre</b> Starting from <b>R850</b> PER MONTH
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# Coindirect

Digital Design,  
Print Design

## coindirect.



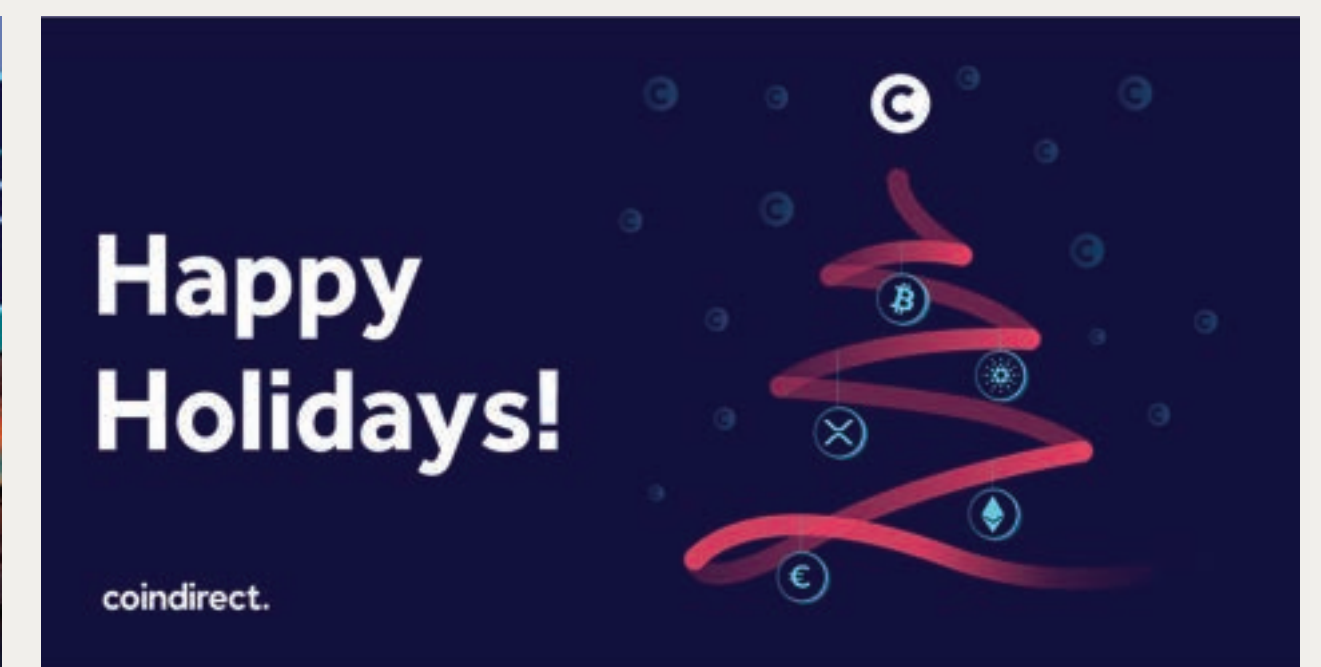
Merchandise design



Flyer design



Pull up banner design



Social Media designs



Booth backdrop design

# Brand Guidelines

## Quick Reference Guide



### Logotype

#### Safe-zones



#### Logo placement



#### Minimum sizes

coindirect.

40mm / 113px



20mm / 75px

#### Graphic Device



### Typography

Headline style  
Effra Black

This is our headline style

Paragraph style  
Effra Regular

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890

Call-out style  
Effra Bold



#### Font

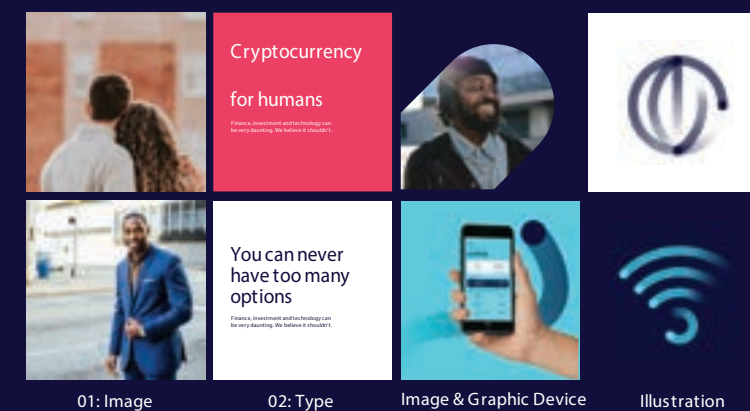
Effra

Always sentence case  
-25pt kerning  
Equal pt size and leading

### Colour Palette

Primary Palette	Coin Navy	Coin Blue	
	Cool Grey	Pure White	Coin Red
	Royal Green	Purple	Green

### Brand Application



Refer to the full Branding Guideline for usage of the Graphic Device, Iconography, Illustrations, Image treatments, Photography, Graphs and data visualisation, Grid systems, Graphic placements and Brand Applications.

Coindirect: Quick Reference Brand Guideline

# Brand Guidelines

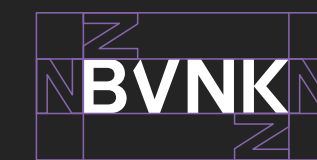
## Quick Reference Guide

# BVNK

### Logotype

### Brandmark

#### Safe-Zones



NBVKN BVNK

#### Scaling

The height of the logo should be a third of the height of the brandmark

#### Positioning

The logo sit horizontally in the middle of the brandmark. The 'V' always aligns with the inside of the mark

#### Gradient

- Purple to blue, at 45 degree angle
- Print: layer 1 - Normal 100% Opacity, layer 2 - Hard Light Opacity 80%
- Screens: Opacity 30%

### Typography

HEADLINE TYPEFACE 1  
Circular Book

We're disrupting global banking.

Always sentence case  
-25pt tracking  
Equal pt size and leading

HEADLINE TYPEFACE 2  
FreightText Pro Book

Always sentence case  
Auto tracking  
Equal pt size and leading

#### BUTTONS

Circular Bold

LEARN MORE

#### SUB-HEADLINES

Circular Bold

LOREM IPSUM DOLOR EST

#### BODY

Circular Book

Lorem ipsum dolor sit amet, consectetur adipiscing Nam imperdiet risus sed.

### Colour Palette

Monotone	WHITE	BLACK	
	LIGHT GREY	MID GREY	DARK GREY
	Primary	BVNK PURPLE	
Secondary	BVNK BLUE	BVNK CORAL	

### Brand Application



Graphic Device: Type

Graphic Device: Image Crop

Refer to the full Branding Guideline for usage of the Graphic Device, Iconography, Illustrations, Image treatments, Photography, Graphs and data visualisation, Grid systems, Graphic placements and Brand Applications.

BVNK: Quick Reference Brand Guideline

# Y Schoultz

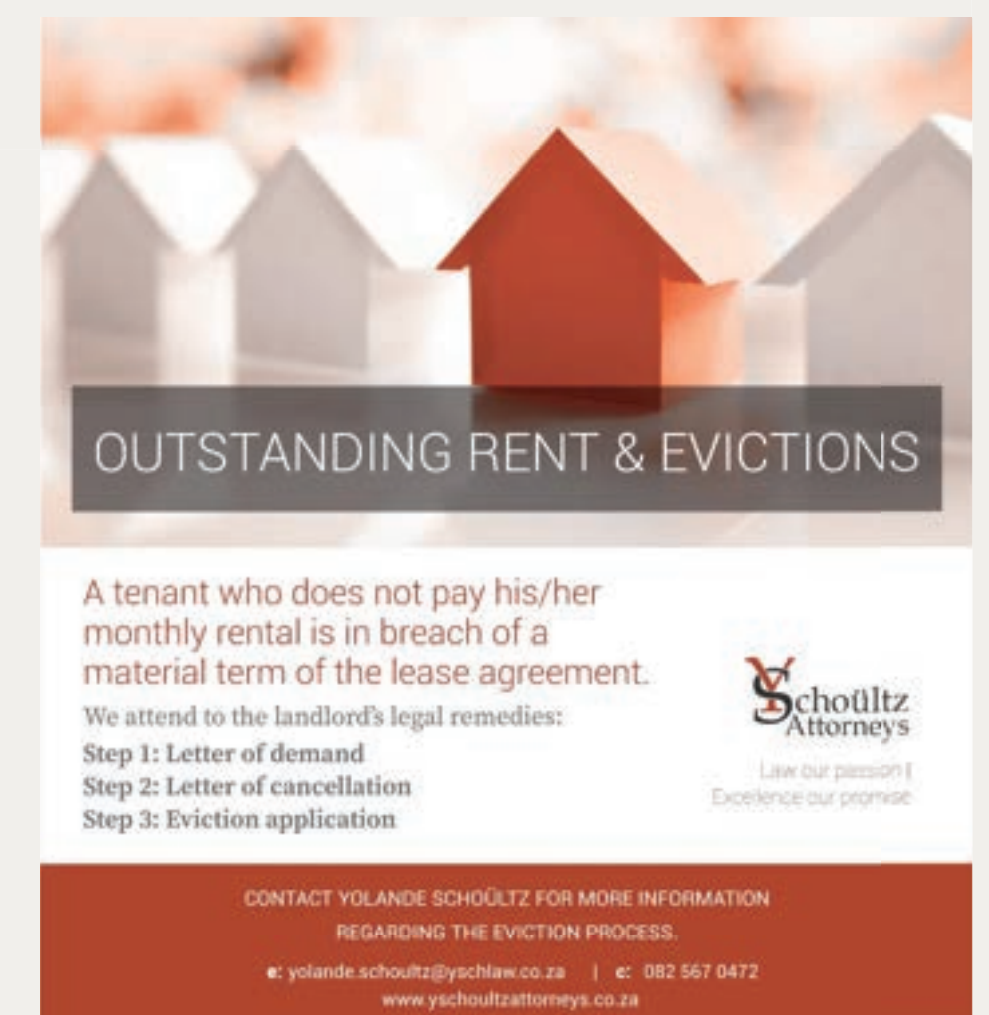
Website design & development,  
Social Media



Website Design: [yschoultzattorneys.co.za](http://yschoultzattorneys.co.za)



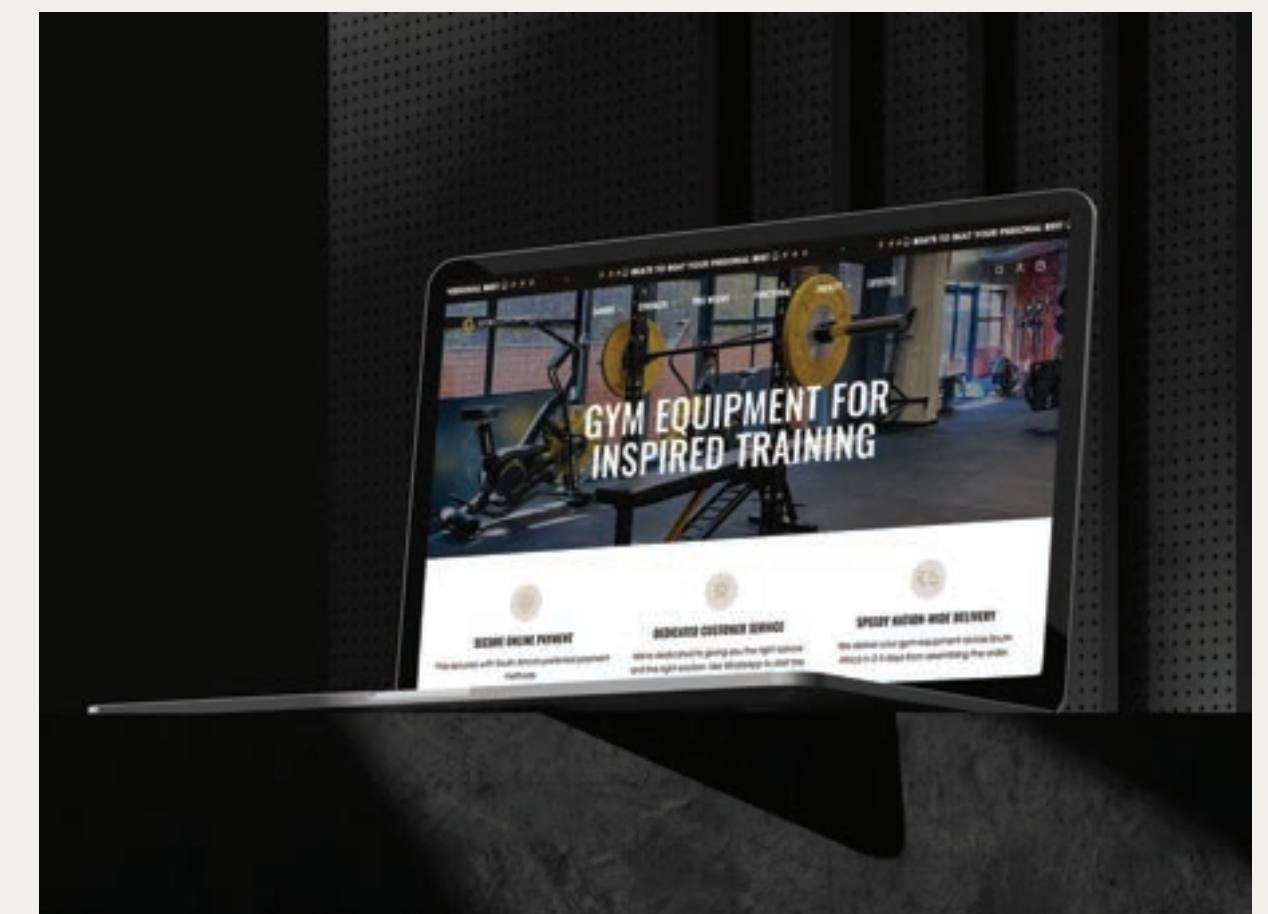
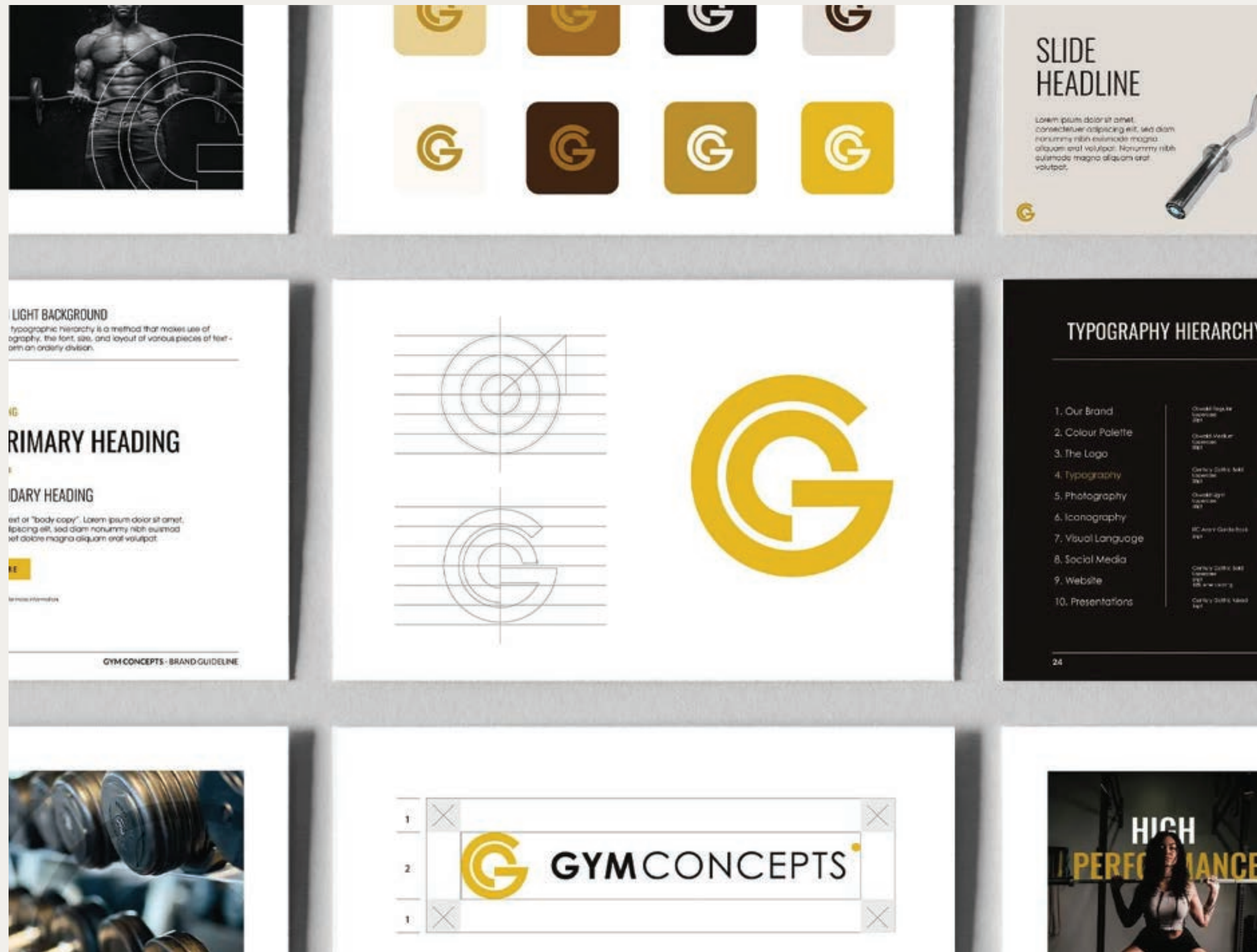
Website Design: [yschoultzdebtcounsellors.co.za](http://yschoultzdebtcounsellors.co.za)

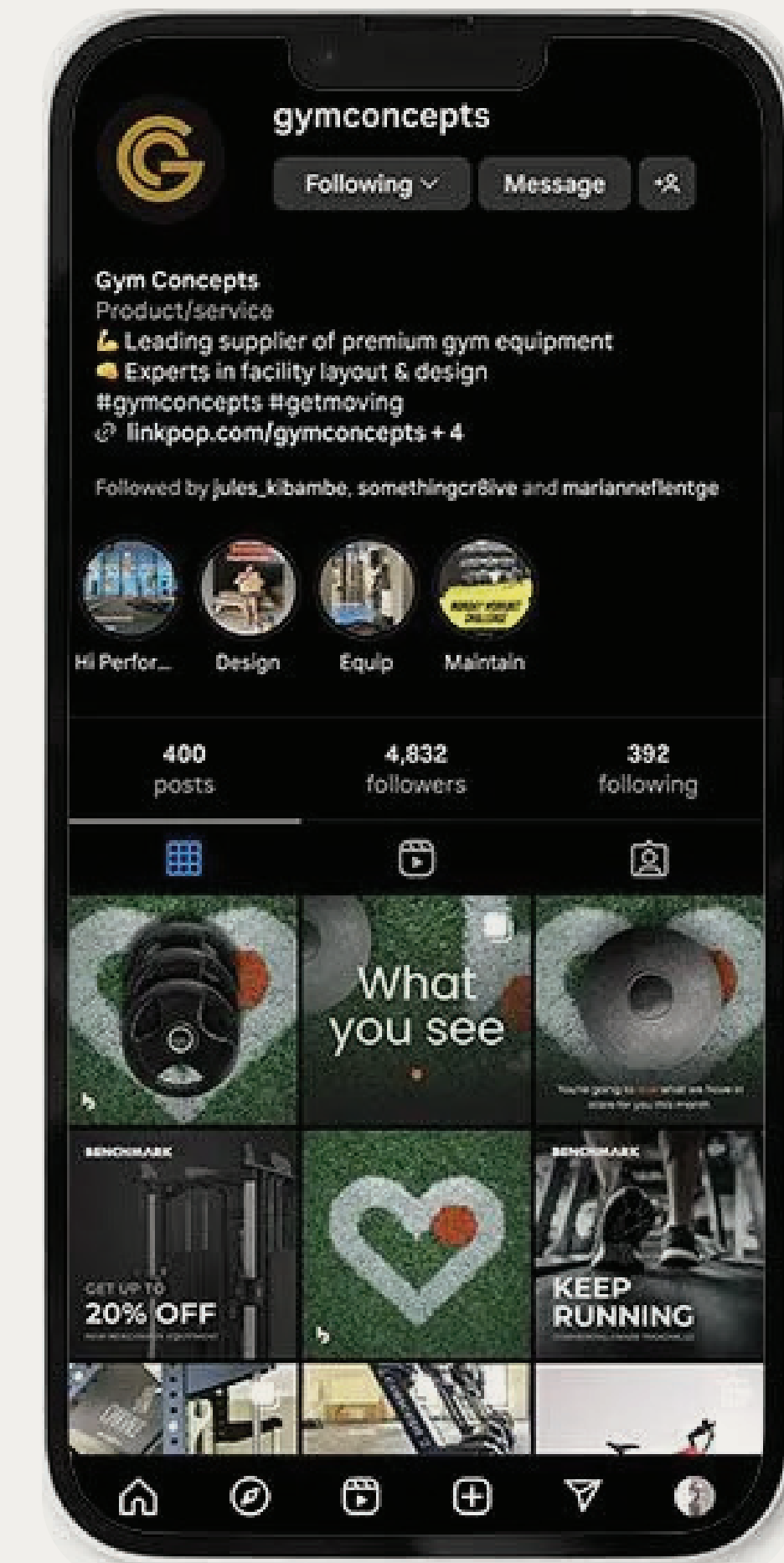


## Digital Designs

# Gym Concepts

Corporate Identity, Social Media





Social Media Ads





# REFERENCES

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- **Elize Bernard (Owner of Linchpin Studio):**  
**+27 82 815 1592**
- **Chanel Grobler (Owner of Signage Girls):**  
**+27 83 444 9643**
- **Tracey Allman (Former Manager at Digifusion):**  
**+27 82 828 3370**
- **Kathy Denyer (Owner of Brandxtreme):**  
**+27 82 969 0771**

# PERSONAL INFORMATION

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