



LORELLA PIENAAR

GRAPHIC DESIGNER



+353 (0)85 127 2172



lorellas@hotmail.com



www.lorella.co.za

PROFILE

I am someone that loves to learn and enjoys both left and right brained activities. When I set myself goals, I stay motivated until I achieve them. I get joy from seeing my projects completed and the joy they bring to others. I have many talents and strengths like embroidery, model building and speaking Italian. I enjoy reading and drawing or painting to relieve stress. I have a flair for working on projects/events from a managerial point and taking them from concept right through to completion. I enjoy constructive criticism and the interesting discussions that come from it. I always enjoy a challenge.

CONNECT



LINKEDIN.COM/IN/LORELLA-PIENAAR-99600A6B



WEB.FACEBOOK.COM/LORELLA.PIENAAR



TWITTER.COM/LORELLAPIENAAR

SKILLS

- TEAMWORK
- LEADERSHIP
- ANALYSIS
- SPEAKING
- DESIGN
- 3D BASICS

REFERENCE

MAX MAUNIER

PHONE : +27 82 560 5295

SENIOR ART DIRECTOR

EMAIL : MaxM@hc.co.za

PAM PILLAI

PHONE : +27 71 640 8270

INTEGRATED CAMPAIGN MANAGER

EMAIL : PamP@dmm.co.za

ALAN GOVENDER

PHONE : +27 82 445 4517

PRODUCTION MANAGER

EMAIL : alang@steelhillstudios.co.za

CATHY COYLE

PHONE : +27 83 648 9351

DIGITAL MANAGER

EMAIL : cathycoyle007@gmail.com

GARRY BABICH

PHONE : +27 76-013 1113

CORPORATE IDENTITY MANAGER

EMAIL : garryb@hookeisa.co.za

EXPERIENCE

3D DESIGNER (Feb2022 - Feb 2023)

I was employed full time as a 3D designer for the **Hirt & Cater Symmetry** team where I assisted in designing and finishing artwork onto dielines from the structural team. I also received basic training in Cinema 4D and was learning to create 3D renders of the designed items. (resigned due to relocation)

CORPORATE IDENTITY DESIGNER (Nov 2013- Jan 2022)

I was employed full time as a Senior designer for the marketing department at **Mass Discounters - Walmart** (Game and Dion Wired stores in SA and then sold to Steelhill Studios). I focus mainly on major marketing projects, digital campaigns, print and run of press requirements, permanent store signage as well as all POS and POP signage. I use Illustrator / In-Design / Photoshop/ Excel / Word / PowerPoint/ Key Note and Online based management tools in the course of my work. I work off floorplans and die lines. I have also been managing the day to day administration of our team.

RETAIL DESIGNER (Feb 2011-2013)

I was employed full time as a retail designer and progressed to be a project manager at **Hirt & Carter**. I use Freehand / Illustrator / In-Design / Excel / Word and Photoshop in the course of my work.

GRAPHIC DESIGNER (2009- Jan 2011)

I worked full time as a graphic designer at **Art Publishers**. I use Freehand / In-Design and Photoshop in the course of my work. I was retrenched due to downsizing.

EDUCATION

NATIONAL DIPLOMA GRAPHIC DESIGN (2007)

Durban University of Technology - The Graphic Design Diploma was curriculated to prepare for the world of visual communication, design, digital and advertising. With an emphasis on conceptual design thinking, to develop a signature creative skillset as well as an understanding of current market demands, trends and technology requirements.

DIPLOMA IN MARKETING (2010)

IMM-GSM (International Marketing Management Graduate School of Marketing) - Diploma that covered all the fundamentals of Marketing. The Diploma in Marketing Management is an IMM qualification on NQF level 6 and is quality assured by the South African Council on Higher Education.

POST GRADUATE DIPLOMA IN MARKETING (2020)

IMM-GSM (International Marketing Management Graduate School of Marketing) -Postgraduate Diploma in Marketing Management is an IMM Qualification on NQF level 8 and is quality assured by the South African Council on Higher Education.

ADVANCED DIPLOMA IN MANAGEMENT (2021)

SBS (Southern Business School - Stadio) - This Advanced Diploma is an intensive programme in advanced aspects of management and it has been specifically designed for managers and aspiring managers on middle and higher levels of management. This Qualification on NQF level 7 and is quality assured by the South African Council on Higher Education.

POSTGRADUATE CERTIFICATE IN EDUCATION - SENIOR PHASE & FET (2022)

STADIO - This is an 18 month intensive programme that included practical experience in teaching Business Studies in high schools.

CERTIFICATE IN THE COMPLETE APP DESIGN COURSE - UX, UI and DESIGN THINKING (2020)

Udemy - This is 3 hour short course that is designed to give a basic knowledge of UX, UI and Design thinking techniques.