

# Daniela Buys

Designer

I am a creative and thoughtful individual with a strong passion for art and design. I thrive in conceptual thinking and enjoy expressing myself through movement and dance. I value continuous learning, enjoy long walks for inspiration, and am committed to bringing creativity and depth to everything I do.



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WORKING STYLE

## Skills and Experience

### Technical skills & Software tools

- Adobe (Photoshop, Illustrator, InDesign)
- Mailchimp
- ChatGPT
- Leonardo AI
- After Effects

### Professional skills

- Social Media Designs & Copy
- Email Designs & Copy
- Paid Ad Designs & Copy
- Logo & Brochure Designs
- Editing & Proofreading
- Brand Guidelines & CI Manuals
- Web Design
- Illustrations & Digital Banners Design
- Google Ads
- Facebook & Instagram Ads
- LinkedIn Ads

### Industry Experience

- Advertising & Marketing
- Agriculture & Environmental Services
- Art & Design
- Charities & Social Services
- Defense & Security
- Education, Family & Parenting
- Electronics & Technology
- Energy & Utilities
- Entertainment & Event Management
- Fashion & Beauty
- FMCG, Retail & Consumer Goods
- Furniture & Interiors
- Healthcare, Medical, Health & Wellness
- Leisure & Recreation
- Legal & Law
- Pet & Animals
- Property
- PR & Communications
- Trade – Export / Import
- Hospitality, Travel & Tourism

## Work Experience

Jan 2022 - Current

### Graphic Designer

Outsourcery

- Servicing various design jobs for clients through Outsourcery, including brand design, advertising and social media.
- Creation of Digital content: Branding, Marketing materials and Social Media material.
- Designed branding, assets, and marketing materials for a residential property developer. Created social media designs, a brochure, and hoarding board designs for the property development project.

Aug 2020 - Oct 2021

### Art Director and Designer

Original Printworks Co

- Managing websites on Spotify and Etsy.
- Marketing on Facebook and Instagram.
- Content Creation & Design.

Jun 2018 - Mar 2020

### Design and Marketing

Hoghuse Brewing Co

- Designing all materials including print and web, marketing, emailers, campaigns, events, chalkboard art, signage, vinyl, packaging design, and communications.

Nov 2017 - Feb 2018

### Graphic Designer

Performance Brands

- Product photography.
- T-shirt design.
- Emailer design.
- Product marketing design.
- Social media design.
- Catalog design.

2014 - 2017

### Various Design roles

Various companies

- Graphic Designer at Frontline Fellowship (2015 - 2017)
- Temporary (fill-in) Designer at BOS Brands (2015)
- Programme Designer at Competence Online (2015)
- Intern at Isoflow (2014)
- Post Production Assistant at SORTED Advertising (2014)
- Intern at JOY Magazine (2014)

## Education & Certifications



**Diploma in Multimedia Design and Production**

City Varsity



**Painting & Mixed Media**

Frank Joubert Art Centre