

Natheefah Maroof

Designer

As a Graphic Designer, I have a penchant for design and illustration. I'm into designing creative pieces incorporating copy, typography, and illustration, often using mixed media. More often than not my designs have a playful, hand-rendered quality, which I really love. I don't take myself too seriously as a designer because I generally gravitate towards lighter, more playful designs.



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PORTFOLIO

Skills and Experience

Technical skills & Software tools

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign

Professional skills

- Social Media Design
- Paid Ad Design
- Emailers & Logos
- CI Manuals & Brand Guidelines
- Digital Banners & Brochures
- Illustrations
- Web Design

Industry Experience

- Advertising & Marketing
- Agriculture & Environmental Services
- Architecture & Construction
- Art & Design
- Transportation
- Biotech & Life Sciences
- Business Management & Consulting
- Coaching
- Charities & Social Services
- Education, Family & Parenting
- Furniture & Interiors
- Healthcare, Medical, Health & Wellness
- Leisure & Recreation
- Pet & Animals
- Travel & Tourism

Work Experience

Jan 2022 - Current

Designer

Outsourcery

- Creation of digital content.
- Branding.
- Marketing material.
- Social media material.

Jul 2017 - Jun 2020

Graphic Designer

The City of Cape Town

- Responsible for the creation of any visual and digital communication and media.
- Design of logos, branding, and brochures.
- Design of digital invitations and promotional material.

Mar 2015 - Oct 2015

Freelance Graphic Designer

Woolworths

- Responsible for the creation and provision of illustrations, prints, patterns, and graphics for their girls' clothing department

Mar 2011 - Apr 2014

Graphic Designer

B-Design

- Branding and corporate branding.
- Responsible for the creation of any visual and digital communication including logos, corporate identities, digital and web media, social media branding, and illustration.
- Design of print media and display media, including banners, signage, and kiosks.
- Design of digital invitations and promotional material including packaging design.

Education & Certifications



BTech Degree in Graphic Design

Cape Peninsula University of Technology



Diploma in Graphic Design

Cape Peninsula University of Technology

Client Reviews

Michael Wylie-Harris

Natheefah and the team have taken our design work from strength to strength! A huge thank you to the team for the amazing work and unique talents!

