

RESUME

PROFILE

I am a detail-oriented, independent, and highly skilled Visual Brand Designer, illustrator and web designer creating, effective visual identities for companies of all sizes around the world as well as individuals. I am a problem solver at heart and strive to deliver the most effective solutions at the highest standards. Dedicated to staying up-to-date on new techniques and procedures related to design. with Adobe Photoshop, InDesign, and Illustrator. My greatest achievement has been working with Nomadic Press an independent literary press agency to bring concepts to life on successful design projects for them as well as utilising my UI/UX design skills in managing their website. I am an adaptable problem-solver who is always willing to adapt to new circumstances and the creative needs of a client or brief.

DANICA CORRALL

GRAPHIC DESIGNER |
ILLUSTRATOR | WEB DESIGNER

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📍 Randburg
Johannesburg
South Africa

🎂 5 November 1994

SKILLS

VISUAL

- Illustrator
- Photoshop
- InDesign
- Procreate

INTERACTIVE

- HTML & CSS
- Figma
- Google Analytics
- UI/UX – WireFrame / responsive design

SOFT SKILLS

- Organised, forward-thinking, and good at overcoming challenges and knowing when to pivot
- Innovative and creative
- Thorough, responsible and dependable,
- Identified goals and work towards them for client and company – self motivation
- Able to work within a team

EDUCATION

Bachelor of Art in Visual Brand Communication specialisation in Graphic Design

Minor in Marketing

AAA School of Advertising
2014 - 2016

Awarded:

Top Graphic Design Student awarded by the Brand Council of South Africa

Newcast South Africa Overall Creative Brand Communication Student

AAA Above and Beyond Award in recognition of endeavor

EXPERIENCE

WEBSITE & BRANDING DESIGNER

January 2019 - Present | SOUTH AFRICA

- Designed and developed visually-stunning and highly functional websites with modern UX/UI that increased engagement by 25% and conversions by 15%.
- Crafted a branding strategy and identity that included logo design, colors, typography and photography that improved brand recognition by 13%, compared to previous year.
- Optimised design for multiple browsers and devices for an optimal user experience.
- Optimised existing websites and landing pages for SEO with keyword research and innovative content development.
- Created bespoke web graphics and icons, and made sure website was optimised for all devices.
- Developed branding strategies to ensure consistent presentation across website, social media
- Documented design process and brief specs to enact rapid development of projects.
- Worked within UI guidelines to ensure websites conform to accessibility guidelines in order to ensure better user experience for disabilities and other challenges

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EXPERIENCE

OTHER NOTABLE WORK

- Created 2 illustrated children's books for self-published authors in South Africa
- Worked with author, Linda Wilson, to illustrate her second book in the style of the previous illustrator to continue her pre-existing book series
- Crafted book jackets for Amazon Ebook Authors
- Created Menu designs for a Xalapa based restaurant (Bundodia.com)
- Designed, typeset and illustrated publication for Meagan Francis for her Reinvent Brand, along with her podcast cover
- Created branding kits and social media templates for authors on Canva
- Crafted video tutorials for clients to self edit their website
- Created pdf marketing material for PinkShark PR
- Branded & created downloadable & editable workbooks for Moontrek Press
- Animated logos for various authors

REFERENCES

WEBSITE & BRANDING DESIGNER

CONTINUED

- Performed code reviews while ensuring website development follows standards and best practices.
- Investigated new technologies and development of solutions to design problems, reducing development time by 20%.
- Integrated user-friendly technology such as personalisation and automated workflow solutions.
- With the branding I would ensure consistency between website, collateral and events.
- Developed strategies to build brand awareness with a combination of online and offline campaigns.
- Developed campaigns that attract potential customers and attain leads through authors social media and third party websites
- Increased brand perception and cohesion on major social media platforms for authors, ensuring engaging content to drive for sales for debut books
- Illustrated all aspects of media on websites, ensuring a smooth integration of typographic elements and visual graphics in order to crafting an immersive experience for website visitors

SENIOR GRAPHIC DESIGNER & WEBSITE MAINTENANCE SPECIALIST

Nomadic Press

January 2021 - June 2023 | California

- Designed visually appealing, high-quality digital graphics for websites, marketing materials, and social media campaigns that increased engagement by 30%, website page views by 40%, and customer acquisition by 25%.
- Assisted in the maintenance and configuration of web pages using HTML, and CSS; resolved website technical issues quickly and competently, improving website availability by 20%.
- Utilized Adobe Creative Suite (Photoshop, InDesign, Illustrator, etc.) to create original designs, logos, flyers, etc. with great attention to detail.
- Developed and implemented comprehensive style guides, ensuring brand consistency and creating a unified brand image.
- Collaborated closely with the Nomadic Press team, and marketing to ensure website and social media content is optimised for visual display and SEO.
- Conducted detailed usability tests and gathered feedback from website users to improve ease of use and identify and correct errors.
- Utilised website analytics tools (Google Analytics, etc.) to track website performance and identify areas for improvement.
- Strategically optimized images to improve website load time and overall performance.
- Typesetting publications

CONSUMER DATA RESEARCH ASSISTANT

Global Consumer Research

January 2021 - August 2023 | South Africa

- Organised detailed customer feedbacks from web questionnaires and surveys
- Compiled the consumer buying patterns and behaviour, identified target audience, and developed actionable insights, in order for the brand team to relay the core findings
- Utilised data manipulation and integration techniques to clean and prepare data for analysis, ensuring data accuracy and validity.
- Showcased key trends, providing business insights for product and marketing teams.
- Utilised data visualisation tools to present findings and supported decision makers in taking appropriate measures.
- Generated reports and documented results of market analysis, which provided in-depth understanding of consumer needs and behaviours for specific retailers
- Identified trends and buying patterns as well as declines for retailers and brand teams to be aware of
- Gained expertise in data manipulation and summarisation of consumer data and how to prepare key findings and graphic models for brand teams at retailers to utilise

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