

ZIANELLE DE PONTE

Graphic Designer · Brand & Digital Design

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PROFILE

Creative and detail-driven graphic designer with formal training across the Adobe Creative Cloud suite and a strong commercial background in retail, sales and business administration. Experienced in developing brand identities, logos, marketing collateral and social media content for small businesses, with a working portfolio at zianelledp.xyz. Brings four years of client-facing experience to design work — confident taking a brief, managing deadlines and delivering print- and digital-ready artwork. Available immediately.

DESIGN SKILLS & SOFTWARE

Adobe Creative Cloud: Photoshop (photo editing, retouching, digital assets), Illustrator (vector graphics, logos, illustration), InDesign (brochures, posters, multi-page layouts), After Effects, Adobe Dimension

Other tools: Figma, Canva, AutoCAD 2D

Core design capability: Brand identity and logo design, layout and composition, typography and font pairing, colour theory and palette development, photo retouching, social media and web assets, print-ready artwork

Digital marketing: Content creation and campaign management across Facebook, Instagram, TikTok and WhatsApp Business; product photography

Business software: Microsoft Office — advanced Excel (pivot tables, VLOOKUP, macros), Word, PowerPoint; Sage, Pastel and Xero

DESIGN EXPERIENCE

Freelance Graphic Designer | Self-employed — Krugersdorp

November 2024 – Present

- Design modern, scalable logo and brand identity systems for local small businesses, delivered as versatile asset packs for both digital and print application.
- Produce marketing collateral, social media graphics and web elements from brief to final artwork, managing each project end to end.
- Apply advanced photo editing and retouching to client imagery for campaign and catalogue use.
- Built and maintain a personal portfolio site at zianelledp.xyz showcasing branding, layout and digital design work.

Marketing & Social Media Design | JustVape and Legendz Store Renovations — Middelburg

2021 – 2023 (alongside operational roles)

- Created and published daily social media content across Facebook, Instagram, TikTok and WhatsApp, including in-house product photography, measurably lifting store visibility and customer engagement.
- Assisted with the design and build of a company website and its supporting promotional content.
- Designed in-store promotional material and campaign assets to support sales activity.

EMPLOYMENT HISTORY

Payroll Administrator | LJ Personnel

March 2024 – October 2024

- Processed accurate, on-time payroll for all employees, covering wages, salaries, overtime, bonuses and deductions.
- Maintained payroll records and employee data, and ensured full compliance with relevant legislation.
- Resolved employee pay queries and discrepancies promptly, and prepared financial reports supporting payroll audits.

Personal Assistant | Singamandla Retail Solutions — Midrand

December 2023 – March 2024

- Managed executive diaries, meetings and travel, including flights, accommodation and detailed itineraries.

- Prepared and edited documents, reports and presentations to a professional standard.
- Coordinated meetings, conferences and company events, and controlled expenses, invoices and budgets.

Sales Assistant | Home Fires — Centurion

September 2023 – November 2023

- Handled daily client and branch correspondence, and produced quotes, sales orders and invoices.
- Conducted tele-sales to convert prospects, and assisted walk-in clients with product selection.

HR & Office Administrator | Legendz Store Renovations — Middelburg

September 2022 – June 2023

- Ran recruitment, onboarding and induction programmes, and scheduled ongoing staff training.
- Administered HR policies, health and safety protocols and company record-keeping.
- Managed office finances, invoice processing on Pastel, customer statements and financial queries.

Assistant Manager | JustVape — Middelburg

March 2021 – October 2022

- Ran daily store operations including opening and closing, counter sales and nationwide courier dispatch.
- Managed stock takes, inventory records, ordering and pricing, and reported daily performance to management.
- Advised clients in-store and telephonically on product selection and support.

Sales Assistant | FXD — Middelburg

February 2021

- Assisted with stock control, store opening and closing, filing, invoicing, returns and daily cash-ups.

Sales Assistant (Part-time) | CTM — Witbank

June 2016 – April 2020

- Handled high-value cash and credit transactions, daily cash-ups, invoicing and returns while completing school.
- Assisted customers in-store and telephonically, and maintained stock and pricing accuracy on the sales floor.

EDUCATION & CERTIFICATION

Graphic Design Masterclass — Learn GREAT Design (30 hours) | Udemy

Completed April 2025

Design principles, branding and identity, typography and colour theory, and applied practice across Photoshop, Illustrator and InDesign.

AutoCAD 2D Certificate of Completion | TTS Consulting & Design (Autodesk)

March 2019

National Senior Certificate (Matric) | Hoërskool Generaal Hertzog — Witbank

Matriculated December 2020

Achieved a Bachelor's Degree pass endorsement. Subjects included Engineering Graphics & Design, Afrikaans, English, Geography and Mathematical Literacy.

ADDITIONAL INFORMATION

Languages: English and Afrikaans (fully bilingual)

Driver's licence: Code B — own transport

Nationality: South African

Notice period: Immediately available

References: Available on request

Please note: qualifications issued prior to 2025 appear under my maiden name, Zianelle Meiring.