

Lawrence Neke

Graphic Designer

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SUMMARY

Resourceful Graphic Designer with a Diploma in Multimedia and a Certificate in Copywriting & Art Direction, adept at visual design, Adobe Creative Suite, and layout principles. Possesses extensive experience in print production, branding, and digital asset creation. Proven ability to manage design lifecycles from concept to final application, ensuring brand consistency and client satisfaction. Eager to contribute strong design sense and passion for visual storytelling to Placements24, developing impactful creative solutions for diverse projects.

WORK EXPERIENCE

Graphic Designer, Pre-Press & Graphic Production, Netflorist, Midrand, South Africa

02/2021 – 02/2022

- Prepared complex digital files for large-scale, high-quality print, meticulously handling colour correction and proofing to maintain brand consistency across diverse print media.
- Collaborated with the design department to minimise production errors, ensuring seamless integration of creative assets.

Graphic Designer, Klooless Software House, Remote, South Africa

01/2025 – 06/2025

- Spearheaded in-house graphic design initiatives, partnering closely with the team to deliver functional assets.
- Exercised full creative autonomy, incorporating agency feedback to refine design outcomes.

Lead Designer & Web Developer, Fitness Bar Consultancy Gym, Remote, South Africa

09/2025 – 01/2026

- Engineered and maintained the official website, implementing SEO strategies to enhance online visibility.
- Devised the logo, corporate identity kits, business cards, social media graphics, business profiles, and merchandise.
- Developed interactive tools, including a BMI calculator, to enhance user engagement.

Senior Graphic Designer, Sign Creation, Vanderbijlpark, South Africa

03/2026 – 06/2026

- Directed the complete design lifecycle for bespoke branding and physical signage projects, including extensive rollouts for major corporate clients.
- Generated precise 3D signage renderings and vehicle wrap templates, producing production-ready artwork optimised for large-format output.

Senior Graphic Designer & Large Format Print Specialist, Armour Coatings, Vereeniging, South Africa

06/2026 – 07/2026

- Orchestrated industrial and architectural branding projects from conceptualisation through to final physical application.
- Executed strict colour calibration across specialised substrates to ensure high durability and seamless integration with structural builds.

Senior Graphic Designer & Large Format Print Specialist, Print and Sign, Vanderbijlpark, South Africa

07/2026 – 09/2026

- Managed high-volume commercial print workflows, conducted quality control, and prepared pre-press files.
- Facilitated the transition from digital design to machine production for a variety of large-format media and retail branding campaigns.

EDUCATION

Qualitus Career Academy (Oakfields College), Diploma, Multimedia, Vanderbijlpark, South Africa

02/2014 – 04/2016

- Achieved National Certificate in Multimedia, NQF Level 4–5, with a strong focus on digital design, interactive media, and web development.
- Covered a comprehensive curriculum including the history of art, media studies, photography, web design, digital design, drawing, and animation.

The One Club for Creativity Bootcamp @ Vega School, Certificate, Award in Copywriting & Art Direction, 112 Grayston Dr, Sandown, Sandton, 2196, South Africa

07/2017 – 07/2017

- Received recognition from The One Club for Creativity, renowned for its prestigious advertising and design awards programmes.

SKILLS

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| • Graphic Design | • Adobe Creative Suite |
| • Portfolio Development | • Layout Principles |
| • Communication Skills | • Visual Design |
| • Project Management | • Time Management |