

# Lawrence Dumisane Neke

Large Format Print Specialist

Johannesburg, South Africa

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## Senior Graphic Designer | Armour Coatings

Technical Project Management: Oversee the end-to-end "Pixel-to-Production" lifecycle for large-scale commercial, industrial, and architectural branding projects.

Large-Format & Substrate Expertise: Bridge the gap between digital precision and physical fabrication, ensuring high-precision graphics integrate flawlessly with advanced coating systems and specialized architectural substrates.

Brand Consistency & Quality Control: Manage strict quality control standards for corporate clients, guaranteeing perfect color matching, brand alignment, and long-term material durability against harsh environmental factors.

Cross-Functional Collaboration: Collaborate closely with engineering, production, and installation teams to translate complex 2D concepts into massive, structurally sound 3D physical realities.

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### WORK EXPERIENCE

#### Klooless Software House

##### Graphic Designer

Leading in house graphic design for the company. I work closely with the team to ensure on delivering working deliverables. I am given total creative freedom in my design ideas with feedback from the agency.

January 2025 - December 2025 | South Africa

## Khitsane Royal House Africa

Marketing Development Manager

Marketing Development Manager

As Marketing Development Manager, I oversee market expansion initiatives and business growth strategies. My core responsibilities include:

Conducting market research to identify emerging opportunities and customer segments.

Developing and executing marketing campaigns to increase brand awareness and drive conversions.

Managing digital marketing, sponsorships, events, and partnerships that align with company objectives.

Coordinating cross-departmental efforts between sales, public relations, and creative teams.

Monitoring ROI and optimizing marketing spend through data-driven decisions.

Leading a team to achieve measurable growth in market share and customer engagement.

September 2025 - March 2026 | South Africa

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## Purple Horse & Co.

Lead Creative / Founder | Purple Horse & Co

Studio Vision: Established and scaled a boutique creative studio specializing in multidisciplinary business solutions, including brand identity and web infrastructure.

Visual Systems: Spearheaded the development of comprehensive logo systems and marketing collateral for diverse clients, ensuring consistent brand narratives across digital and print media.

Web Architecture: Engineered high-performance, responsive websites using modern HTML5, CSS3, and JavaScript, focusing on lightweight code and optimized user experiences.

Strategic Growth: Managed end-to-end project lifecycles, from initial conceptualization to final deployment, consistently meeting enterprise-level standards.

December 2023 - Present | Vereeniging, South Africa

## Fitness Bar Consultancy

Lead Designer and Web Developer.

Full-Stack Web Development: You built the official website and were responsible for continuous maintenance, ensuring the platform remained functional and up-to-date with SEO optimizations.

Brand Identity Design: You created the core visual assets, including the logo, Corporate Identity (CI) kits, and business cards for the coaching staff.

Marketing & Collateral: You designed all promotional materials, such as social media posters, the business profile, and physical merchandise.

Technical Solutions: You implemented specialized digital tools, such as BMI calculators, and provided technical support for their online infrastructure.

January 2025 - Present | Vereeniging, South Africa

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## Sign Creations

Senior Graphic Designer

Senior Graphic Designer | Sign Creations

Led the full design lifecycle for high-stakes branding projects, specializing in the translation of digital corporate identities into durable physical signage.

Executed high-precision "Pixel-to-Production" workflows for major corporate clients, including SASOL and KFC, ensuring 100% accuracy from initial concept to final fabrication.

Developed complex 3D signage renderings and custom vehicle wrap designs, balancing aesthetic appeal with structural and material constraints.

Managed prepress and production-ready artwork, optimizing client-supplied assets for large-format printing and specialized manufacturing processes.

March 2026 - June 2026 | South Africa

## Netflorist

### Graphic Designer

Role: Pre-Press & Graphic Production Specialist

Responsibilities:

Prepared complex digital files for large-scale and high-quality print production, ensuring exact technical specifications were met.

Conducted precise color correction, balancing, and proofing to maintain brand consistency across various print media.

Collaborated within the graphic design department to optimize workflows and minimize production errors.

February 2021 - February 2023 | Johannesburg North, South Africa

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## Armour Coatings

### Large Format Print Specialist

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June 2026 - Present | Vereeniging, South Africa

## EDUCATION

[Oakfields College](#)

Multimedia

My course included:

History of art

Media studies

Photography

Web design

Digital Design

Drawing

Animation

February 2014 - April 2016 | Vanderbijlpark, South Africa

## LANGUAGES

English (Advanced)

## AWARDS

[The One Club For Creatives](#)

Award in Copywriting &amp; Art Direction

2017

## SKILLS

Canva, CorelDraw, Figma, Illustrator, Photoshop, VS CODE

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|-----------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
| TECHNICAL INFRASTRUCTURE & PRODUCTION SYSTEMS | Design & Creative Direction                                                                                                             |
|                                               | Advanced Suite: Expert proficiency in Adobe Illustrator, Photoshop, and InDesign for high-stakes branding and large-format production.  |
|                                               | Prototyping: Professional UI/UX Design and interactive wireframing using Figma and Canva.                                               |
|                                               | Specialized Design: High-precision 3D Signage Rendering and complex Vehicle Wrap templating.                                            |
|                                               | Web & Digital Development                                                                                                               |
|                                               | Front-End: Modern Web Development using HTML5, CSS3 (Flexbox/Grid), and JavaScript.                                                     |
|                                               | Performance: Advanced SEO Optimization and responsive design to ensure cross-platform accessibility.                                    |
|                                               | Platforms: Content management and deployment via WordPress and VS Code.                                                                 |
|                                               | Systems & Technical Infrastructure                                                                                                      |
|                                               | Production Systems: Management of "Pixel-to-Production" workflows, bridging digital precision with physical fabrication.                |
| IMPACT & METRICS                              | Technical Architecture: Oversight of Data Infrastructure and Network Architecture to support high-volume design and print environments. |
|                                               | Quality Control: Expert knowledge of color profiles (CMYK/Pantone), substrate compatibility, and large-format print management.         |
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| IMPACT & METRICS | Fitness Bar Consultancy: Engineered a complete digital ecosystem including BMI integration and SEO-ready web infrastructure. |
|                  | Purple Horse & Co: Founded and managed a creative studio, delivering 10+ brand identities for regional service providers.    |
|                  | V.C.H Directory: Developed a localized digital directory to empower Vaal-based entrepreneurs.                                |

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|-----------------------|------------------------------------------------------------------------------------------|
| FORMAL QUALIFICATIONS | National Certificate in Multimedia   NQF Level 4 – 5                                     |
|                       | Key Focus Areas:                                                                         |
|                       | Digital Design: Advanced visual layouts, typography, and asset creation.                 |
|                       | Interactive Media: Engaging user-centric digital experiences and multimedia integration. |
|                       | Web Development: Front-end development, architecture, and responsive design.             |