



Cayla Rynders Resume

RESUME

CAYLA RYNDERS

29 Lennox Road
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EXPERIENCE PROFESSIONAL

Freelance Graphic Designer

01/2019 - 0/2022

Albemarle, Germiston
Johannesburg, Gauteng
Freelance Graphic Designer

3D design, Illustration, Typography, Logo Design, Motion Graphics, Branding, Web Design, Packaging Design, Photography, Copy-writing, Marketing & Social Media, Exhibitions, Art Directing, Research.

Clients include: Boho Olive, Grid Power Solutions, Brannon Tune, Digi TV, Martin Photography, MzansiCraft, Pete's Diner, Peters Electrical Switchboard Manufacturers, Tech Alpha.

In-Detail Advertising

01/2022 - 04/2022

19 Kloof Rd
Bedfordview, Germiston, 2007

Web Design - Front end and back end web development with WordPress builders such as Avada/Theme Fusion, UX builder/Flatsome, Betheme/Bebuilder, Elementor, Website plugins management, Website health checks.

Social Media Marketing - Social media post design, Renaming images correctly, Client Budgeting, Client meetings, Copywriting.

Printing - Working with colour palettes, Print document Setup, Packaging design, Stickers, Business cards, Banners and Billboards, Menus, Exhibition stands, Brochures, Merchandise such as T-shirts, Caps and Lanyards.

Graphic Design - Photo manipulation, Deep etching, Colour correction, Digital Illustration, Logo adjustments, Logo design, Personal branding, Corporate Identity, Personal branding, Brand consistency, Email signatures.

Clients include: CAT@Phones, Living Products, Ironmongery Warehouse Africa, Berk Curtaining, Foodmate, Nothing Technology Limited, APS (Artistic Procurement Services), Wok n Roll, Yamakado, Garden Top Hotel, RSA Group, Sean Redpath (When The Body Talks), Azimuth Consultancy, Clip-Tite, Aristo Carne, SkyReach, Frosty Melts, Wonder Logo Mats, St Benedict's College, Edenvale Marathon, Running High, Ivana Sofia, WilsonStone.

Freelance Graphic Design

04/2022 - 10/2022

Albemarle, Germiston
Johannesburg, Gauteng

3D modeling, 3D animation, Illustration, Typography, Logo Design, Motion Graphics, Branding, Web Design, Packaging Design, Photography, Copy-writing, Marketing & Social Media.

Clients include: Boho Olive, DJ Tourné, Laerskool Orion (Primary School).

Centric Media

10/2022 - 05/2023

2 Fir St,
Observatory, Cape Town, 7925

Social Media Marketing - Social media post design, Renaming images correctly, Client Budgeting, Client meetings, Copywriting.

Motion Graphics - Instagram reels, Gifs, Product promotion, Application promotions, Lower thirds, Logo reveals, Animated email signatures, Video colour grading.

Graphic Design - Photo manipulation, Deep etching, Colour correction, Digital Illustration, Logo design, Corporate Identity, Personal branding, Brand consistency, Email signatures.

Clients include: Cellucity, Ella (coffee), Karooooo Logistics, Picup, RAPT, Teraflow.ai, The Real Repair Company, Upnup, Xena, Zozulu

Sherbet Agency

10/2023 - current

CIB Office Park,
15e Riley Road.

Management - 3D department team lead, Chairing daily meetings, Onboarding and inducting new employees, Interviews, Quotes, Client Meetings, Managing Company Knowledge Base on monday.com, Assigning and delegating tasks to designers, Briefing.

Social Media - Static posts, gifs, Page branding, Animation.

Motion Graphics - Instagram reels, Gifs, Product promotion, Application promotions, Lower thirds, Logo reveals, Animated email signatures, Video colour grading, Billboards, Sound Effects, Infographics, Fixing AI videos, Airport Screens

3D - Animation, Product modeling, Rendering, CGI, VFX.

Graphic Design - Photo manipulation, Deep etching, Colour correction, Digital Illustration, Logo design, Corporate Identity, Personal branding, Brand consistency, Email signatures, Catalogue Designs, PowerPoint, Broadsheets, UI design, Mockups.

Print Design - Gazebo, Billboard designs, Flyers, Activation signs, Posters.

Clients include: Pizza Hut, Dis-Chem, Dis-Chem Baby City, Dis-Chem Insurance, Dis-Chem Beauty, Dis-Chem Private Label, Finnivo, McNab's, MR. D.I.Y., Teljoy, CineOne, Ster-Kinekor, BrickTopia, Sherbet, Zenith Optima, Yogurtland, Pick n Pay School Club, VisionWorks Optometrists, Skyworth, Beko, Malfi Gin, News Cafe, Biogen, Bosabi Creative Club, Expert Stores, Feed The Nation, Lil Masters, BabyThings, Olli, UTUMI, The Future of Egyptian Football, Two Sense Capital, Wide Bay Media, Mystery Shopper.

EDUCATION

National Senior Certificate
Marais Viljoen High

2013 - 2017

Bachelor of Arts and Graphic Design
Pearson Institute of Higher Education/ Eduvos

2019 - 2021

Diploma - Winning With Communication Skills
Alison Institute

2021

AWARDS

Best First Year Graphic Design Student, 2019
Best Second Year Graphic Design Student, 2020
Certificate of Overall Excellence, 2020