



LEMO MOONO

ART DIRECTOR

I am a passionate graphic design graduate from Tshwane University of Technology. I am a highly motivated individual dedicated to my field. I eagerly embrace any project or brief, approaching them with courage and hard work.

EXPERIENCE

○ Inside Ideas (Reckitt)

Current **ART DIRECTOR**

○ Creative Milk 2025 - 2026 **ART DIRECTOR**

○ Grey Advertising, 2022 -2025 **ART DIRECTOR**

Some of the tools I have used in my current role:

- Illustrator for patterns, UI Icon designs for websites such as Savanna and Borderless. I also have experience creating vector formats of designs and setting up social media rollouts. Photoshop was used for photo editing and retouching of images that need to go out for digital banners , posters and social media content. I use InDesign for book designs mainly and After Effects for animated videos and illustrations. I use Adobe XD for website designs and user experience and Figma for website designs and prototypes.

My duties and responsibilities include the following:

- Generating and articulating on-brand design and art direction ideas.
- Adhering to team standards.
- Managing creative projects from briefing to execution.
- Responding to internal and client briefs.
- Collaborating effectively with cross-functional teams.
- Handling multiple projects on time and briefing.
- Incorporating feedback from peers and senior management.
- Anticipating and solving project issues.
- Contributing to award-winning work.
- Successfully pitching new business.

Clients and campaigns I have worked on: Viceroy Culture Generation Campaign, Hunters Dry Social Media Designs, Volvo Car Dealership Brochure, Savanna Website Landing Page etc.

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 lemomoono49@gmail.com

 Roodepoort, Johannesburg



SKILLS

- Figma
- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Adobe After Effects
- Microsoft 365
- Videography

EDUCATION

SECONDARY SCHOOL

Ahmed Timol

2010 - 2014

DIPLOMA GRAPHIC DESIGN

Tshwane University of Technology

2016-2018

LANGUAGE

English

Xhosa

Zulu

Setswana



COURSES

RED AND YELLOW

September 2023-October 2023

UI/UX Design

SKILLS

- Creative
- Curious
- Avid learner
- Critical thinker
- Team player

REFERENCES

SHARP LEE MTHIMKHULU, STUDIO LEETCHI

Sharplee@studioleetchi.co.za
+27 78 023 1642

CHRIS SCHUTTE, LAUCH DIGITAL AGENCY

chris@launchdigital.agency
+27 82 710 4685

Portfolio 1: <https://drive.google.com/drive/folders/1fbCobUVJb9aJivOI0qAJn5xMFYq76AEr>

Portfolio 2: <https://www.behance.net/lemomoono>

EXPERIENCE

- Launch Digital, Johannesburg
March 2021-March 2022 **GRAPHIC DESIGNER (Retrenched)**

Design Projects:

- Web designs: Fit for Bed, Precision Interiors, Gentleman's Tonic (Wireframes and Prototyping)
- Google Ad banners for Fit for Bed
- Thinkwell Social Media Campaign

Tools used:

- Illustrator: Flyers, Icon designs, Patterns, WordPress: Setting up websites with downloaded themes, InDesign: Book designs, Photoshop: Photo editing, Poster and social media rollout, After Effects: Animated videos and illustrations, Microsoft Office 365: Setting up presentations, Adobe XD: Website designs, User experience

- Idea Hive, Johannesburg
January 2021-June 2021 **GRAPHIC DESIGNER**

- I've worked on various design projects, such as creating social media designs for McDonald's Nazo Meals, website design for Idea Hive (including wireframes and prototyping), and wall illustrations for Ideat. My design skills cover a range of areas, including Illustrator for flyers, icons, and patterns, WordPress for website setup using downloaded themes, InDesign for book designs, Photoshop for photo editing, posters, and social media content, After Effects for animated videos and illustrations, Microsoft Office 365 for presentations, and Adobe XD for website designs and user experience

- STUDIO LEETCHI ZA, Johannesburg
January 2019- September 2020 **GRAPHIC DESIGNER (Closure due to Covid)**

- ISPACE. TM, Johannesburg
June 2018-December 2018 **DESIGN INTERN**