

BRAND ARCHITECT

JUSTIN
Du Toit

ACADEMIC BACKGROUND

VEGA SCHOOL, CAPE TOWN FEB 2021 — DEC 2024

Bachelor of Arts in Digital Design

The essential foundation for digital practice includes training in:

- UI/UX Architecture: Wireframing and responsive prototyping.
- Visual Systems & Layout: Graphic design, branding, typography, and layout.
- Technical Proficiency: Web and app development (HTML, CSS, JavaScript) and switching from Adobe to Affinity.
- Workflow Discipline: Project Management and Agile workflows.
- Motion & Emerging Media: Motion graphics, 2D/3D animation, video editing, and AR/VR design concepts.

VEGA SCHOOL, JOHANNESBURG FEB 2021 — DEC 2021

Higher Certificate in Creative Development

Disciplined core principles for visual problem-solving encompass:

- Mastery of design fundamentals such as colour theory, composition, typography
- Systematic design practices for print and digital
- Basics in web design (HTML, CSS) and motion graphics
- Training in visual problem-solving and concept development.

ST DAVID'S MARIST INANDA, DEC 2014 — DEC 2018
JOHANNESBURG

Matric Certificate

- Received leadership half colours for contributions and completed the Dale Carnegie personal development course.
- Earned the Bronze President's Award for community service and participated in team sports like swimming, hockey, and athletics.



I am a Brand Strategist and Digital Designer, specializing in creating efficient visual systems. I excel at simplifying designs to convey essential elements, focusing on Brand Strategy, Digital Asset Management, and structural design for longevity and minimal clutter.

📞 060 923 7041

✉️ Dutoitjustin156@gmail.com

🌐 [Portfolio Website](#)

🏠 6 Queen Road, Rondebosch

SOFT SKILLS

- Strategic Discipline
- Workflow Optimization
- Critical Thinking
- Time Management
- Team Player

HARD SKILLS

- Canva Visual Suite 2.0
- Adobe Creative Cloud
- Affinity By Canva
- Microsoft Office
- Figma
- Meta Business Suite
- Google Workspace
- HTML5
- CSS
- Wordpress
- AI Prompt Engineering



CAREER HISTORY

WESTERN CAPE MARKETER & MULTIMEDIA SPECIALIST OCT 2025 — DEC 2025

OVC (C The World Pty Ltd)

Executed a high-volume national role combining technical development and creative strategy across multiple branches.

Key achievements include:

- Designed national brand assets (social media, digital flyers, advertising banners) while adhering to brand guidelines.
- Developed responsive HTML email templates for large-scale marketing campaigns.
- Edited and optimized promotional videos for social media engagement.
- Managed WhatsApp bulk messaging and coordinated event setups systematically.

DIGITAL MEDIA DESIGNER OCT 2024 — PRESENT

Justice4Jaws

- Creating compelling digital content aligned with organizational campaigns to foster positive perceptions of sharks and rays.
- Analyzing digital trends and audience behavior to enhance the impact and relevance of conservation messaging.
- Collaborating with the team to manage social media platforms and ensure consistent engagement.

BRAND DESIGN CONTRACTOR MAY 2025 — JUNE 2025

ATK E-Sports

- Contracted to deliver large-format banner designs for venue spaces, adhering to strict corporate brand guidelines.
- Managed the entire design process independently, delivering print-ready files optimized for high-quality, large-format printing.

FREELANCE DESIGN STRATEGIST MAY 2023 — PRESENT

Obsidian Strategic Design

- Directing the development of structural visual identities and UI/UX solutions, focusing on clarity, precision, and efficiency.
- Delivering final-stage projects using the high-efficiency Affinity by Canva suite, Figma, and established code standards.
- Managing the design lifecycle from strategic concept through to final delivery, ensuring client needs are met with disciplined project management.
- Canva templates, brand guidelines, email template design, and contracted design projects.

WORK REFERENCES

Kyle Mcleod

Project Manager, ATK E-Sports

067 022 3151

kds.gametech@gmail.com

Themba Mettler

Chairperson, Justice4Jaws

084 384 4535

tembasmettler@gmail.com

Robbie Bense

Owner, OVC Work & Travel Abroad

082 938 4342

Robbie@ovc.co.za

"Creativity is intelligence having fun."

- Albert Einstein