



# DESIGN PORTFOLIO

Willard mwale jr.

2022

## Contact

willardmwale186@gmail.com  
**+260 964 200 513**

## Connect

---

<https://www.linkedin.com/in/willard-mwalejr-0a61561a2/>

## Introduction

Hello, My name is  
Willard Mwale jr.



## About

I am a graphic designer with 4+ years of experience in the management of the complete design process, from conceiving to delivery. I am skilled with Adobe Creative suite ( InDesign, Photoshop, Illustrator, and also Adobe Xd responsible for designing website prototypes). I am able to stretch the boundaries of graphic design to help my clients brands stand out and keen in pursuing my career in the creative field.

## Experience

**Freelance Graphic designer**  
emit creatives art and design

**Graphic designer \_ Digital printer**  
perfect signage

**Graphic designer \_ Digital printer**  
master signs

**Graphic designer**  
TBWA/Altitude

**Graphic designer**  
Nkwazi Magazine

## Education

### **California Institute of Arts**

certified graphic designer

### **Yes I am a designer**

certified creative tools user

## Software



## Skills

Attention to detail

Collaboration

Good communication

Prioritisation

O1 **Advertising  
creatives**

MTN Netflix

O2 **Visual  
identity**

EmitArts&Creatives

O3 **Sports  
Creatives**

Elephant bet

O4 **Sports creative  
inspiration**

Basketball

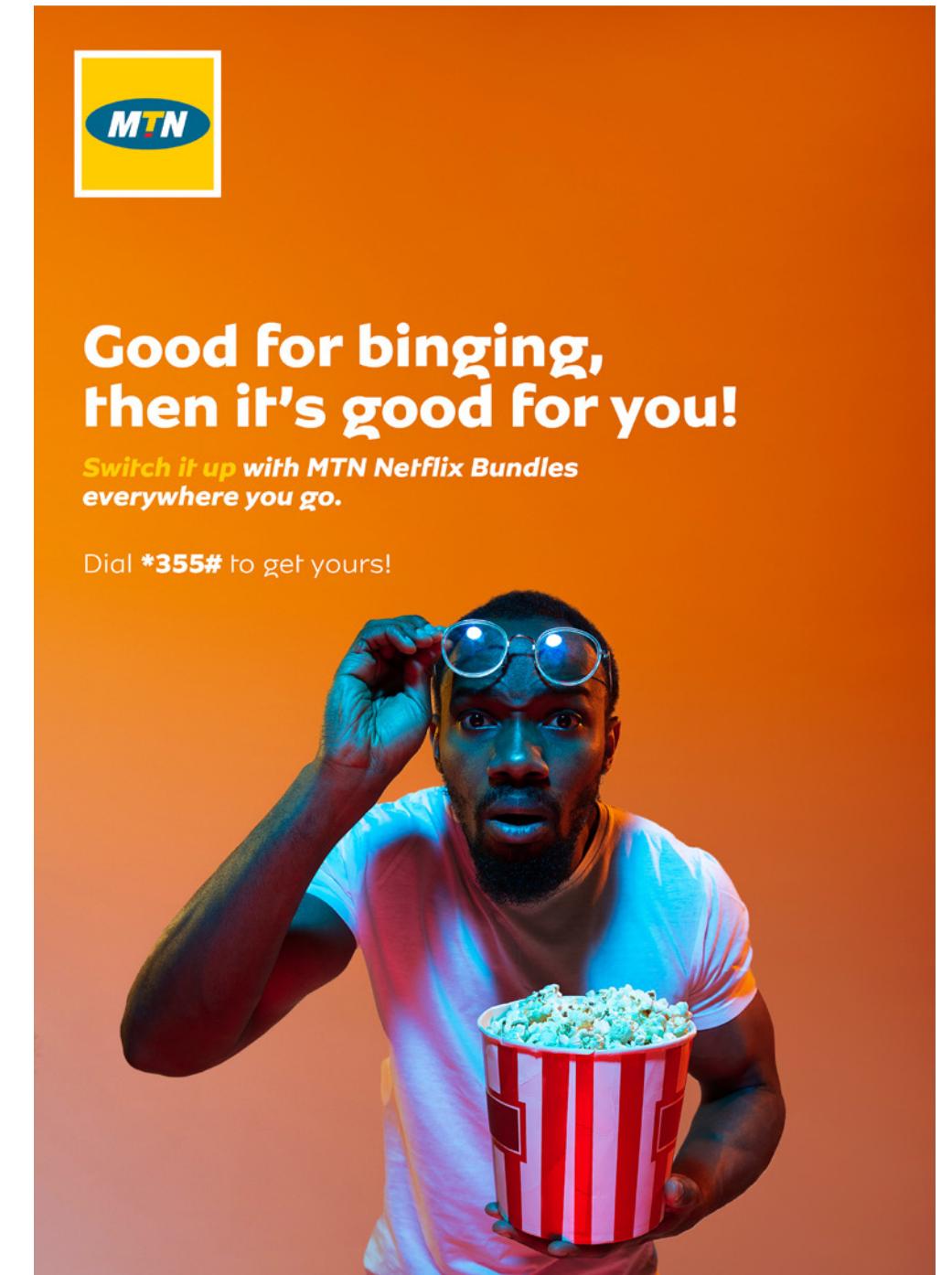
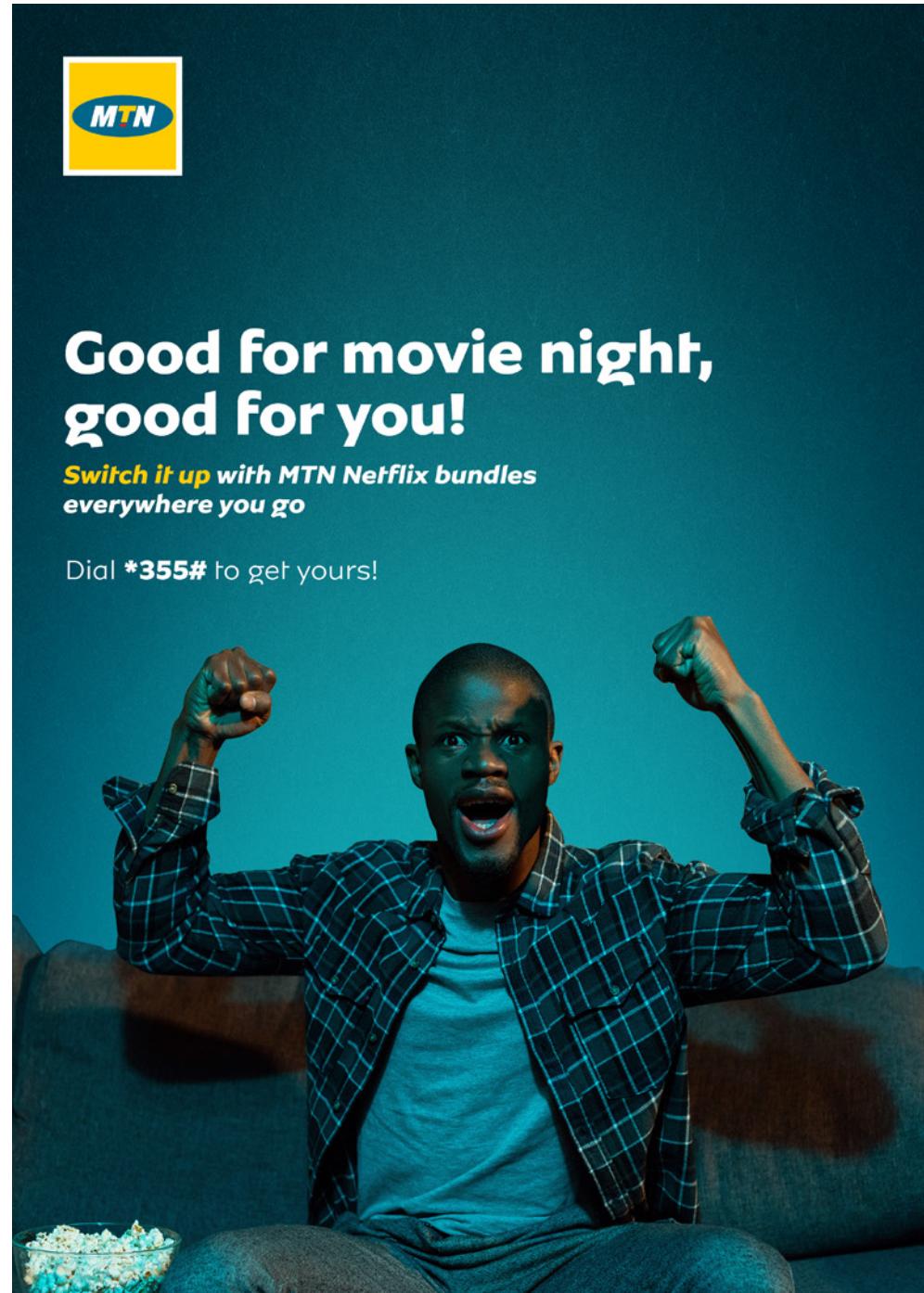
O5 **Social media  
creatives**

MTN Zambia

# MTN Netflix campaign

Various creatives for MTN Zambia to promote flexible Netflix data bundles.

The creatives were also designed to enhance the previous creatives and promote more consistency.



**Good entertainment,  
then it's good for you!**

*switch it up with MTN Netflix Bundles  
everywhere you go.*

Dial **\*355#** to get yours!

Validity	Bundle	Price (ZMW)
Daily	1.5GB	10
Weekly	6GB	40
Weekly	10GB	65
Monthly	25GB	160

**MTN**

**Good prices, then it's good for you!**

**switch it up with MTN Netflix Bundles everywhere you go.**

Dial **\*355#** to get yours!

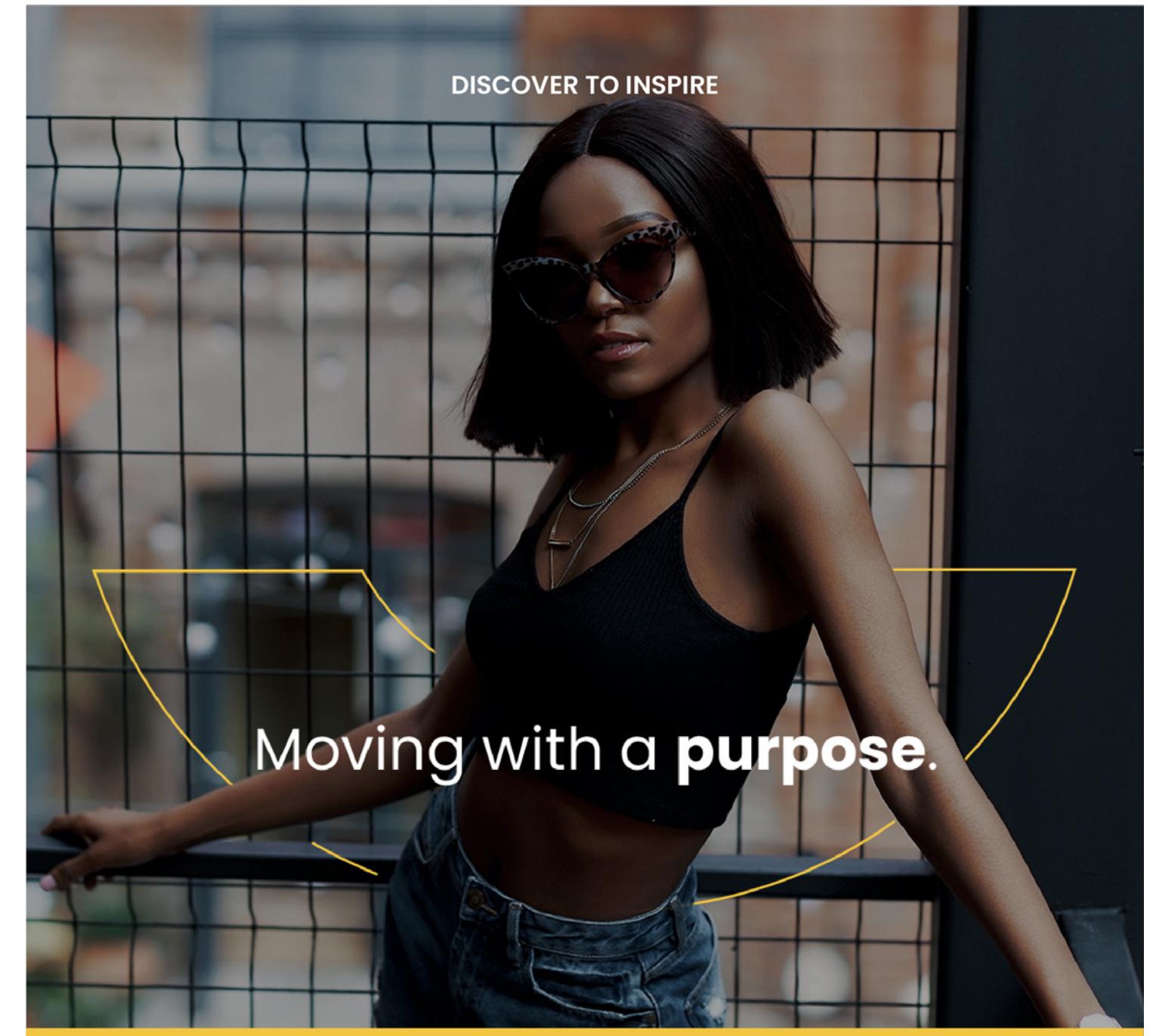
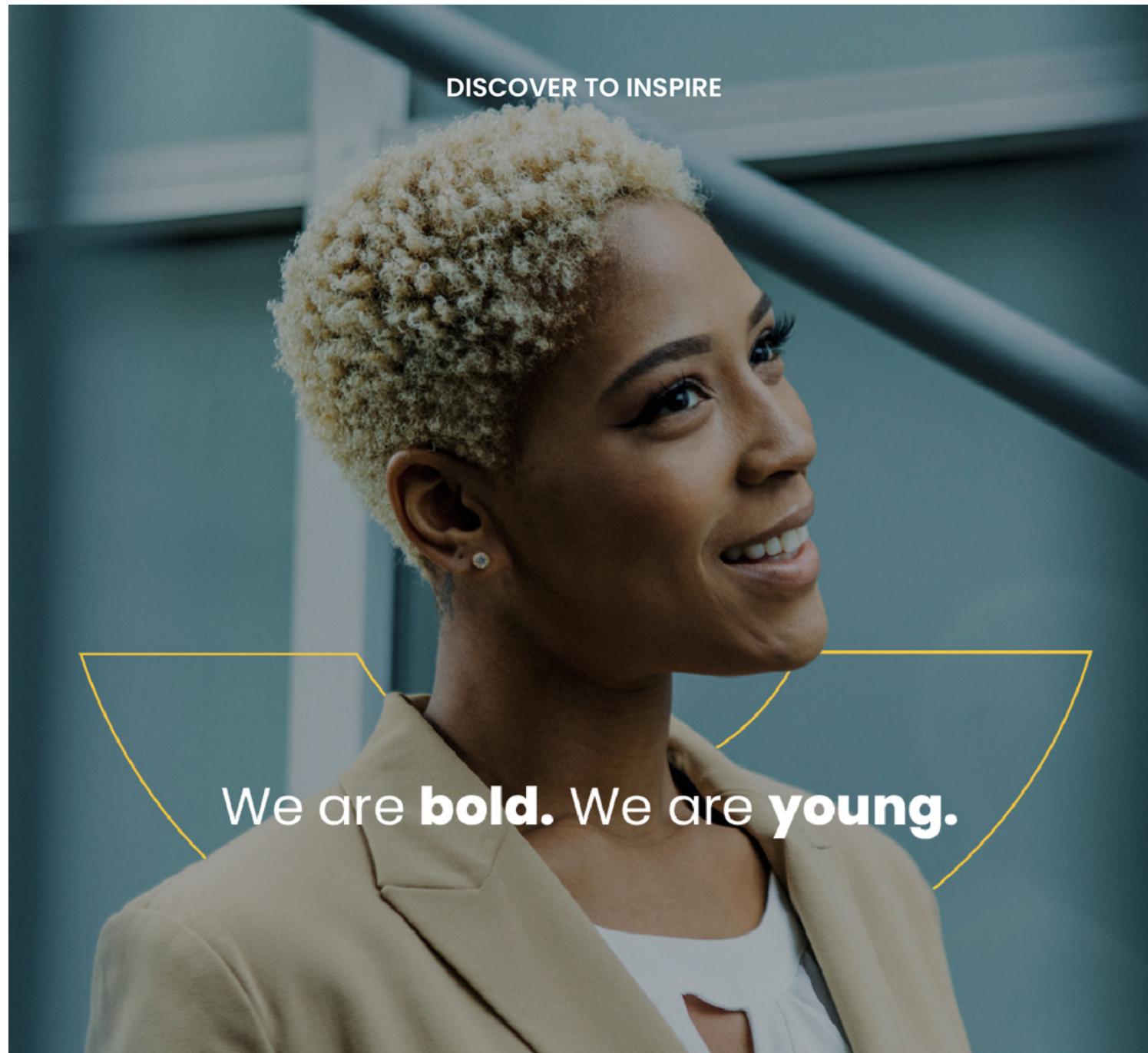
Validity	Bundle	Price (ZMW)
Daily	1.5GB	10
Weekly	6GB	40
Weekly	10GB	65
Monthly	25GB	160

**01**

# **Emit Visual identity**

A new identity look for emit arts for use on all social media platforms as well as print media.

Various options were designed for the brand considering the logotypes developed.





We are **bold**.  
we are **young**.

**emit.**

Arts&creatives



Proud in the **young**.  
Pride in the **boldness**.

**emit.**

Arts&creatives

# Sports Creatives

Various creatives for a sports company with the objective of promoting all sorts soccer leagues

Advertising creatives

Visual identity

Sports creatives

Sports inspiration creatives

Social media creatives



**Elephant Bet**

# GAME DAY

TORONTO RAPTORS  
VS BOSTON CELTICS

NBA

29 MARCH, 01:30 AM, CAT

 **1.54 ODDS**

 **2.32 ODDS**

#BETWITHTHEGIANT

ELEPHANT BET ZAMBIA

WWW.ELEPHANTBET.CO.ZM

@ELEPHANT\_BET\_ZM



**Elephant Bet**

# GAME DAY

HOUSTON ROCKETS  
VS SAN ANTONIO SPURS

NBA

29 MARCH, 02:00 AM, CAT

 **3.01 ODDS**

 **1.34 ODDS**

#BETWITHTHEGIANT

ELEPHANT BET ZAMBIA

WWW.ELEPHANTBET.CO.ZM

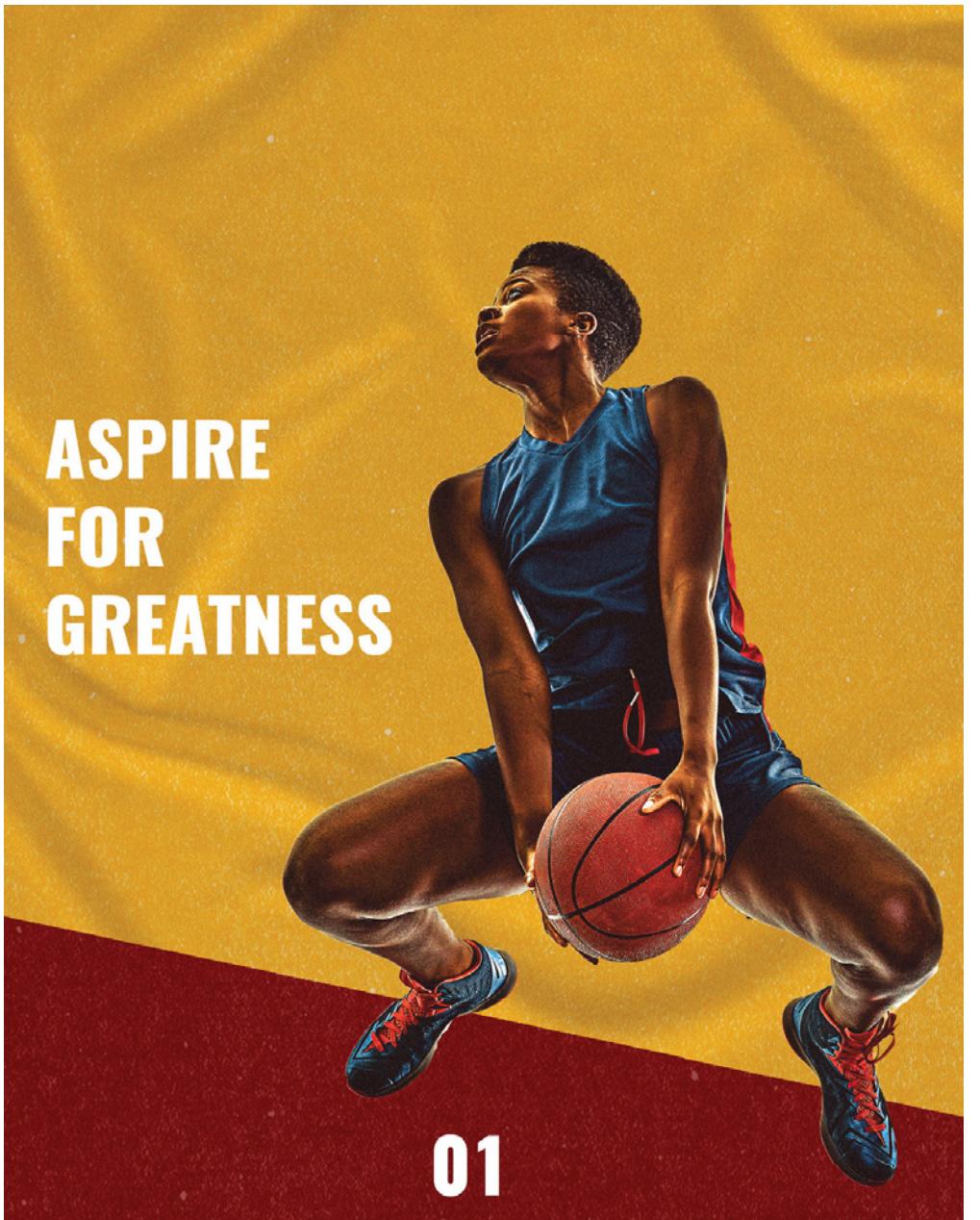
@ELEPHANT\_BET\_ZM





# **Sports inspiration creatives**

The creatives carried the objective of building and maintaining a sharp eye in Graphic design as my career.



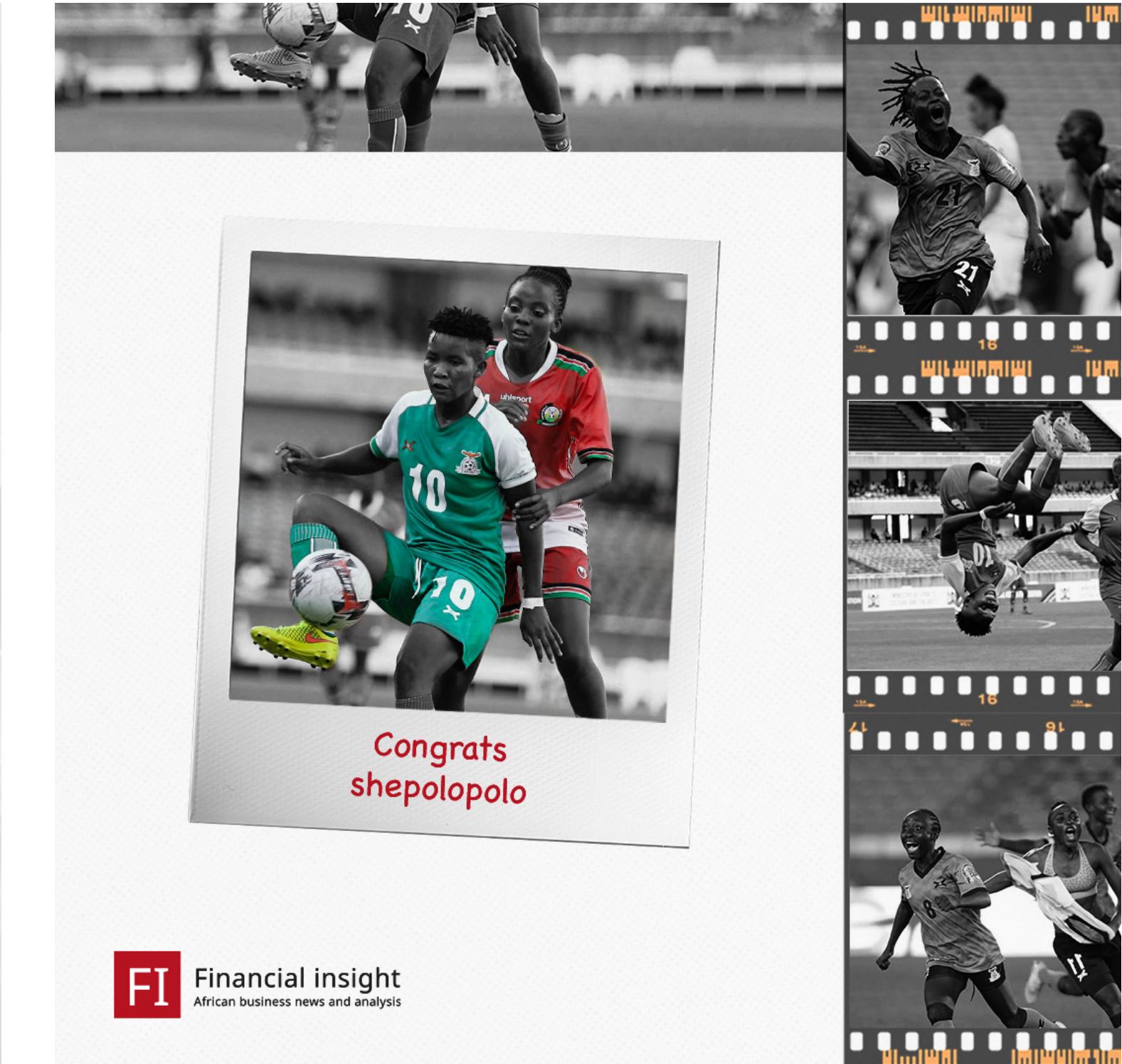


# **Social media creatives**

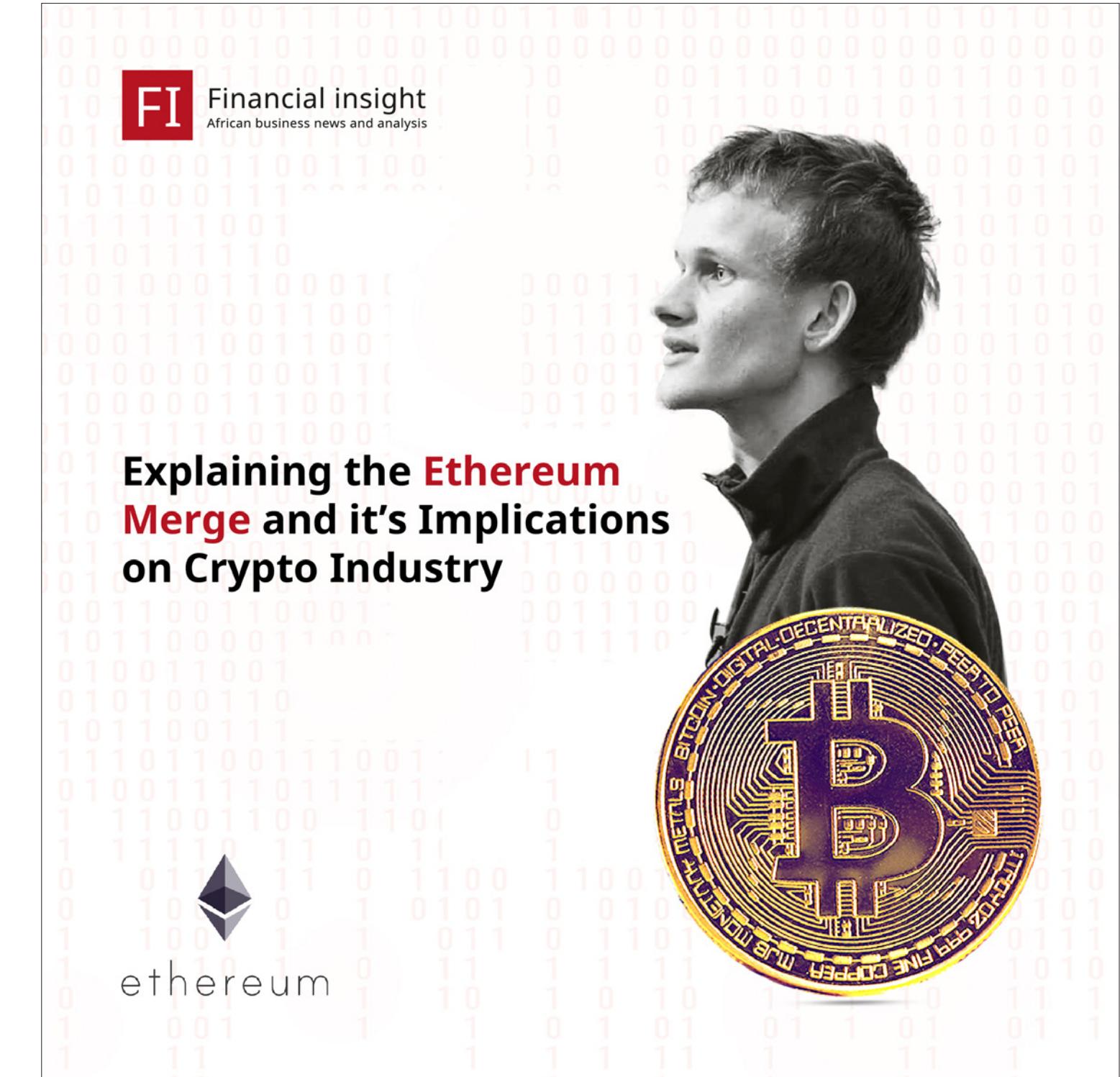
Social media creatives carried the objective to remind the audience or users of the services the brand consistently offers.



05



FIZ



**Connect to a bigger customer base**

**Switch it up with MTN nGage everywhere you go**

Conveniently send **bulk** messages to your **customers** at the click of a button.

Email [business.zm@mtn.com](mailto:business.zm@mtn.com)

**MTN Business**

**nGage**

**Let's drive those sales**

**Switch it up with MTN nGage everywhere you go**

Conveniently send **bulk** messages to your customers at the click of a button.

Email [business.zm@mtn.com](mailto:business.zm@mtn.com)

**MTN Business**

**nGAGE**



Thank You!

---

**Lets connect. Lets create.**

---

**Contact:** +260 964 200 513

**Email:** willardmwale186@gmail.com