



**Kabelo Letsoalo**

Senior Graphic Designer

+27 81 047 7485

View my Portfolio  
<https://guzlonlets.github.io/portfolio/>

# CV

## WORK EXPERIENCE

### Capital Media (Rekord Newspaper) 04/04/2017

I'm currently leading production department, mainly focused on advert design.

- Responsible for running production department and managing the team
- Liaising with clients, advertising agencies, web developers and printers
- Responsible for overall design (advertisements, web banners, marketing/promotions, social media and other in-house design requirements)
- Help editorial with page and supplement design
- Website management (Wordpress)
- AR (Pixzar)

### Media24 (Beeld Newspaper) 01/09/2011 - 31-03-2017

- Responsible for the layout and design of advertisement and/or newspaper pages within quality guidelines and within deadlines;
- Conceptualise and produce graphics, charts and tables as per requirements of assistant editor/deputy editor/specialized editor;
- Generate fresh and innovative design and ideas to illustrate and build on editorial ideas;
- Source suitable pictures or graphs;
- Upload graphics on editorial system
- Web advertisements/banners design
- Retouching

### Sosh Times (Community Publication) 2008 - 2011

- Designing advertisements
- Liaising with clients and advertising agencies
- Designing newspaper pages
- Getting newspaper ready for print
- Design logos, business cards, letterheads, etc for businesses

## FREELANCE

- Kgatelopele (Community Publication) Seasonal 2011 - Current
- Mams Times (Community Publication) 2012 - 2013
- Masilonyane (Community Publication) 2009 - 2010
- Motswako Media (NW Province) 2015

## REFERENCES

Moagi Makwela: Infrastructure Manager (IT)  
083 732 2817

Nthabiseng Madumo: Editor  
081 310 3805

Puk Lubbe: Account Manager  
082 532 3298

## SET OF SKILLS

Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Adobe Muse  
Adobe Acrobat  
Adobe Dreamweaver  
Adobe Flash Pro  
Adobe Fireworks  
Corel Draw  
Word Press  
Web and Mobile-Site Design  
Phone App Design  
Social Media  
Mobirise4

## EDUCATION

### Matric Certificate

Wallmansthal High School (2003)

### National High Certificate in Accounting

Tshwane University of Technology (2006)

### Year-course Graphic and Advertising

Intec College (2010) \*Incomplete

### Short-course in Adobe Digital Publishing

Multidimensions Digital Fundi Certificate (2012)

### Adobe Digital Design

Inscape College (2015)

### Colour Management Course

Printing SA (2022)

### UX & Web Design Master Course

Udemy