**Phenyo Koikoi**

Multimedia Graphic Designer

[Phenyokoikoi3@gmail.com](mailto:Phenyokoikoi3@gmail.com) | +27 74 755 3247

11003 Signal Hill, Mafikeng 2745, North West, South Africa.

<https://phenyodesigns.netlify.app/>

**Summary**

Highly creative Multimedia Graphics Designer with a strong passion for innovative visual storytelling. Skilled in designing visually stunning graphics and creating engaging multimedia content. Proficient in industry-standard design tools with a proven track record of enhancing brand identity through cohesive and captivating visuals.

**Skills**

Logo design, banners, infographics, and marketing materials. Video production, animations, and interactive presentations. Maintaining consistency across platforms and aligning visuals with brand strategies.

**Tools**

Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects), Figma, Sketch, Zeplin, Canva, Microsoft (Powerpoint, Word, Excel)

**Soft Skills**

Working with cross-functional teams to meet project objectives. Client Communication, Agile Methodology.

**Hobbies and Interets.**

* Digital Art and Motion Graphics
* Photography and Videography

**Professsional Experience**

**Multimedia Graphic Designer** (Freelance)

SORO, Mafikeng

October 2024 – November 2024

* Designed a wide range of digital and print materials including a magazine cover, and brochure for a high-end fashion show, achieving a 25% increase in brand recognition among attendees.
* Created social media ad graphics to boost event awareness and engagement, boosting event awareness and engagement by 40%.

**Graphic Designer** (Contract)

Alchemy, United Kingdom (Remote)

March 2024 – September 2024

* Designed a wide range of digital materials including a logo and social media post graphics / advertisements, increasing online engagement by 35%.
* Collaborated with a remote team to deliver high-quality designs under tight deadlines, achieving a 95% client approval rate**.**

**Graphic Designer and Motion Designer** (Freelance)

TERSERK, Johannesburg, South Africa

February 2024 – March 2024.

* Designed over 20 social media graphics for a fashion brand, increasing follower engagement by 30%.Next Step of the company is to launch their mobile application to Play Store and App Store.
* Created compelling motion graphics for promotional campaigns, driving a 25% boost in brand awareness.
* Collaborated with the marketing team to align visuals with the brand’s aesthetic, contributing to a 90% client satisfaction rate.

**Education**

**Grade 12** ( APS = 28)

Golfview High School, 2018

**Bachelors of Information Systems** (Incomplete)

North West University, Mafikeng Campus, 2024

(Completed all my core and final year modules)

**Google UX Design Professional Certificate**

Coursera, 7 November 2024

1MF8SCPV2ZPI