RIEDDIWAAN LAATOE

Graphic Designer | UI/UX Designer | Web Developer

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SUMMARY

Passionate and detail-oriented Graphic Designer with over 15 years of experience in apparel design, display graphics, and branding. Proficient in Adobe Creative Suite, print-ready artwork, and sustainable design practices. Strong track record in delivering high-quality creative work under tight deadlines across sportswear and eco-display industries.

EXPERIENCE

Graphic Designer
Fabi Sportswear

04/2022 – 12/2024 | Somerset West

- Designed sportswear kits across soccer, netball, rugby, and cricket categories
- Built layout templates to streamline production and increase speed-to-market
- Created digital artwork for social media, product ads, and print catalogs
- Collaborated with sales reps on custom client orders and personalized gear
- Edited color variations and pattern templates to match team branding
- Handled re-brands and refreshed old templates to match modern trends

Graphic Designer
MSB Sportswear

06/2018 – 03/2022 | Stikland

- Customized designs for school uniforms, sports kits, and branded items
- Delivered consistent brand styling across multiple teamwear orders
- Prepared apparel mock-ups, proofs, and final production files
- Supported embroidery digitizing and heat press print layouts
- Provided design assistance during peak seasons and urgent orders
- Communicated directly with production and printing departments to avoid

Graphic Designer
Genuine Connection

04/2015 – 07/2018 | Paarl

- Created factory-ready artwork for screen printing, embroidery, and sublimation
- Developed branding for client apparel including logos, labels, and swing tags
- Managed multiple projects simultaneously while meeting tight client deadlines
- Produced high-quality mock-ups for client approval and internal production
- Assisted in product development and design planning with sales and factory
- Maintained brand consistency across various apparel lines

Graphic Designer
Xanita

01/2010 – 03/2015 | Somerset West

- Designed POS displays, exhibition booths, and retail units from Xanita board
- Translated client briefs into functional, eco-friendly visual solutions
- Built die-lines and vector layouts for CNC cutting, folding, and assembly
- Created instructional visuals and assembly guides for installers and clients

LANGUAGES

English — Proficient

Afrikaans — Native

DESIGN SKILLS

- Visual branding & identity design
- User Interface & User Experience design
- Digital illustration and iconography
- Layout design for web & print
- Typography and colour theory
- Video editing & Animation

INDUSTRY KNOWLEDGE

- Web accessibility & responsive design
- SEO principles for design
- E-commerce UI best practices
- Branding strategy

TOOLS & SOFTWARE

Adobe Creative Suite | CorelDraw | Rhino 3D | Unity | Unreal Engine | CLO | Visual Studio | Wordpress | Canva | Microsoft 365 | PHP | Python | JavaScript | HTML | CSS

SOFT SKILLS

- Collaborative, proactive, and solutions-driven
- Strong attention to detail and time management
- Passionate about growth and continuous learning
- Works well under pressure and minimal supervision
- Adaptability in fast-paced environments

EDUCATION

Diploma in Graphic Web Design
Prestige College

01/2003 – 12/2006 | Bellville

Senior Certificate (Matric)
Bergrivier Senior High

01/1997 – 12/2002 | Wellington

REFERENCES

Available upon request.