

# phakamilebasson.

## Digital Designer



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[www.phakamilebassonde  
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## Who Am I

I am a Digital Designer based in Johannesburg inspired by South African culture and aesthetic. I follow a "work hard, play hard" mantra fueled by innovation and the urban environment. I am a lover of life, people and a creator and curator of experiences. My purpose is rooted in story telling through design, brand exposure and representation in the most authentic way. I draw inspiration from urban and traditional culture and using that inspiration to create moments and experiences for consumers of art, design, brands and lifestyle.

"Be visible"

## Education

2021 - 2023

### BA DIGITAL DESIGN

Vega Bordeaux

2010 - 2014

### ND FINANCIAL INFORMATION SYSTEMS

University of Johannesburg

## Current occupation

2024 - Current

Alvi Gordon Advertising

### GRAPHIC DESIGNER

This role entails ensuring all creative and digital campaign deliverables are met through briefing and managing all campaign key stakeholders and partners both internal and external. I am further responsible for assisting in creative and digital brainstorming, conceptualisation and implementation of innovative ideas and concepts ranging from graphics design, multimedia, web creative design and development.

## Experience

2024 - Current

Pixel Brand Architects

### FOUNDER AND DIRECTOR

I am responsible for driving the strategic vision, managing all aspects of operations, and delivering innovative and high-quality brand solutions. This role involves hands-on design work, client relationship management, and leading the creative direction to ensure exceptional service and impactful results for every project

2023 - 2024

Phil & Ros Branding

Digitron Branding

### GRAPHIC DESIGNER

I am currently responsible for graphic design and visual communication tools for various clients under the Phil & Ros umbrella. These communication tools span from billboards, to social media and all the way to banner designs.

2022

Various Establishments

### SOCIAL MEDIA PROMOTOR

Responsibilities included promoting various events on twitter and instagram in order to attract customers to the hosting establishment as well as attending events and hosting various guests.

2019 - 2020

Blue Mercury Trading

### EXECUTIVE FINANCIAL CONSULTANT

I was responsible for overseeing a sales force team in the long term insurance sales industry ensuring that the team achieves extensive sales targets.

2016 - 2019

Discovery

### FINACIAL CONSULTANT

I was responsible for large scale sales of Discovery financial products including long term and short term insurance, investments and asset management. My objective was to provide sound financial advice to new and existing customers to achieve high sales targets.

2015 - 2016

Liberty

### FINANCIAL ADVISER

Responsibilities included converting leads into sales through the sales process including target market identification, target segmentation, conducting consumer needs analysis and providing solutions to the identified needs.

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## Expertise

- UI/UX Design
- Photography & Videography
- Advertising
- Advertisement development
- Graphic Design
- Digital Design
- Concept development
- Brand content
- Wireframing
- Web development
- Social media
- Display advertising

## Summary of Skills

- Experience in successfully managing a team
- Experience in large scale sales
- Personable and professional communication style
- Product marketing experience
- High productivity level to achieve targets
- Experience in analysing consumer needs
- Event and brand activation experience
- Brand representation experience
- Target driven sales experience
- Network and negotiating skills
- Market identification and segmentation experience
- Sales and marketing skills

## Proficiencies

- Adobe Photoshop
- Adobe Lightroom
- Adobe Illustrator
- Microsoft Office
- Wordpress
- Google Suite
- Adobe After Effects
- Adobe XD
- Visual Studio Code
- Adobe Premiere Pro
- Adobe Fresco
- Adobe InDesign