

KAREN VAN ZYL

Senior Brand Designer

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WORK EXPERIENCE

Freelance Brand Designer – Vanzyl Design

Portsmouth, United Kingdom

Jan 2023 – Present

- Design and develop brand identities including logos, typography, colour palettes, and scalable visual systems.
- Create brand guidelines to ensure consistency across digital and print touchpoints.
- Deliver marketing and campaign assets aligned to brand strategy and commercial objectives.
- Work closely with clients and stakeholders to translate business goals into strong creative solutions.

Senior Graphic Designer – IDT Systems

Alton, United Kingdom

Feb 2021 – Dec 2022

- Led brand-led design across digital platforms including e-commerce, social media, email, and marketing campaigns.
- Designed paid media, digital advertising, and marketing materials, contributing to a 40% increase in engagement and conversions.
- Produced B2B and B2C presentations, product visuals, and promotional assets.
- Collaborated with marketing and sales teams to ensure brand consistency and visual standards across all outputs.

Head of Marketing Design – Captec Group

Fareham, United Kingdom

Aug 2019 – Jan 2021

- Owned brand design output across marketing campaigns, product launches, trade shows, and events.
- Created and refreshed brand guidelines and templates to unify visual identity across the organisation.
- Designed brochures, social media assets, web banners, and email campaigns aligned to brand objectives.
- Delivered digital and print assets contributing to a 25% increase in customer engagement.

PROFILE

A Brand & Graphic Designer with over a decade of experience delivering brand identities, visual systems, and marketing design across digital and print platforms. Known for translating complex business goals into clear, compelling creative solutions across B2B and B2C environments. Proven ability to strengthen brand consistency, increase engagement, and translate business strategy into impactful creative outcomes. Seeking opportunities to leverage expertise in creating meaningful brand experiences.

EDUCATION

PORTSMOUTH UNIVERSITY

BA Hons. Degree in Graphic Design 2014- 2017

PORTSMOUTH UNIVERSITY

Masters Degree in Graphic Design 2018 - 2019

SKILLS

- Adobe Creative Suite
- Creative Direction
- Concept Development
- B2B Marketing
- B2C Marketing
- Asset Production
- Design Leadership
- Brand Strategy
- Visual Identity Systems
- Marketing Communications
- Integrated Campaigns