

Skye Steele

Design Studio Lead | Graphic Designer |
UX/UI Designer | AI Design Researcher |
Strategist | Social Media Manager | Paid
Media Specialist

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Moreleta Park, Pretoria, South Africa



Education

Tertiary



Bachelor of Arts: Graphic Design

Eduvos Institute of Higher Education
2022 - 2024

Bachelor of Arts Honours: Graphic Design

Eduvos Institute of Higher Education *Cum Laude*
2025 - 2025

Master of Arts by Research: Digital Design

The University of Witwatersrand
2026 - 2027

Secondary



Year 11 - 12

Abbotts College
2020 - 2021

Year 8 - 10

Willowridge High School
2017 - 2020

Skills



Branding/Corporate Identity | Payments | Research | UI/UX | Prototyping
Marketing Strategy (incl paid media) | Package Design | Illustrations & Animations



Carika Smit Minit Print Graphic Designer Phone: 012 362 2807 Email: apple@minitprint.co.za	Ian Setzkorn AfriSwitch Director Phone: +230 5934 0269 Email: ian@afriwitch.ltd	Warren Capazorio Direct Transact PM Phone: +27794054411 Email: warren.capazorio@directtransact.co.za
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Awards

2025 Student Researcher Award

Awarded by Eduvos
Awarded: November 2025

Eduvos National Top Achiever Award

Awarded by Eduvos
Awarded: November 2025

Golden Key International Honours Society

Awarded by Golden Key International Honours Society
Awarded: 2023

Work Experience

2021 - 2023

Arrive Nel Apteek

Student Cashier

- Working at the till occasionally helping with admin
- Assisting customers and taking stock

2023 - 2024

Direct Transact

Intern Graphic Designer

- Internal design communication, website maintenance, brand guidelines, presentation design, function invitations, amongst others.
- Web maintenance, including maintenance for international subsidiaries (AfriSwitch and Trans Switch Africa).

2022 - 2022

MinitPrint

Intern Graphic Designer

- Learning about printing and die-cuts
- Working on branding material (business cards and calendars) as well as packaging design

2024

Key Focus

Freelance Graphic Designer

- Website design
- Website maintenance
- Print materials for promotion

2023

Expedition H2O

Pro Bono Graphic Designer

- Logo design and logo reveal
- Website maintenance and creation
- Branding materials (bike stickers, sponsor stickers and flags)
- Blog posts
- Email headers

2024 - Present

iCombine

Lead Design Studio

- UI/UX
- Payments Design
- Brand Design
- Print Design
- Presentation Design
- Design and UI/UX Research
- Brand strategy
- Competitor research
- SEO
- Website Design
- Domain maintenance
- Proposal design
- Marketing strategy
- Campaign design
- Paid media strategy
- Client presentations
- Mentoring
- Template design

