

About

Robyn Britz

Freelance Digital Designer

 London, UK - SE24 9BB

 [Portfolio Website](#)

 [Behance](#)

 [LinkedIn](#)

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Education

2010 - 2013 | BA DEGREE

Creative Brand Communications
Specialising in Multimedia Design
Vega School Cape Town

Language

First language English

Skills & Focus

- Digital Design (Full Adobe Suite)
- After Effects 2D Animations
- Wordpress/Wocom/Elementor
- Responsive Design
- Social Media Design
- Typography
- HTML 5 Banner Design

Experience With

- HTML/CSS
- Emailer Design / Mailchimp
- Repeat Surface Pattern Design
- 3D Printing
- Story telling for social media
- Basic Google and Facebook Ads
- Storyboarding and Videography
- Working in creative teams
- Photography & Styling
- Trade shows & booth building
- Point of sales customer engagement
- SEO research and integration

Professional Profile

I am a qualified multimedia designer with 9 years of experience in digital design, web and social media in the creative brand space. As a ambitious and entrepreneurial creative, working on a large variety of multichannel projects, I always strive to be inventive and on the verge of digital trends as they unfold.

I have experience working with startup brands, sports apparel, fashion and my skills are very diverse as I am always learning new programs. I am a people person, reliable, resourceful, communicate well and, the one thing that coding taught me, I am great at troubleshooting. For hours, even days!

Work Experience

2021

Freelance Work

- I have a keen eye for beautiful and impactful design. With my wide variety of skills as a multimedia designer I have worked with brands creating high quality visuals over the years.
- Key areas of focus for freelance are digital design, social design, Wordpress and 2D motion design in After Effects.
- Originally working in South Africa, I am now busy building a foundation of work in London.

JAN 2013 - JULY 2021

Co-founder / Multimedia Designer

Zana Products

Zana is a small business that manufactures textile accessories. Primarily online retail and wholesale focused.

- Designed multiple ranges of successful surface pattern designs for textiles. Was able to land products being stocked in multiple global stores including SFMOMA and Papersource US.
- Built, managed and adapted online store using Wordpress, Woocommerce and Elementor
- Mood boards, styling and photography of products
- Designed layouts for email marketing and product catalogues
- Implemented Facebook and Google Shopping Ad integration and tracking.
- Built a following on Instagram of over 55k @zanaproducts and Facebook over 13k
- Generating unique social content - posts, stories and reels.
- Attended various trade shows globally including NYNOW & TrendSet Munich, worked with customer service, point of sales, forward range planning
- Work was featured in multiple global publications including HGTV magazine (US) and Frankie Magazine (AUS)
- Worked with agencies to bring textile touch point visions to life for various campaigns. Brands including Nike, Audi, Cadburys, Garnier and Oreo
- Taught textile screen printing workshops for 2 years, trained our previously unskilled employees (Zimbabwean) how to sew fabric goods which they have now been doing for 9 years. I continue to give advice to small business owners, specifically digital, via my Instagram profile

Strengths

Problem solver
Resourceful
Fast learner
Creative eye
Self starter
Adaptable
Good interpersonal skills

Personal Interests

Yoga, walking and being active
Home decor
Gadgets and technology
Making things
Drawing
Photography

JUNE 2020 - PRESENT

MOAT DESIGNS - 3D Printing

www.moatdesigns.com / [@moatdesigns](https://www.instagram.com/moatdesigns)

Moat is a brand dreamed up and founded by Robyn, bringing 3D printing into the contemporary home space.

- Designed and developed a range of 3D printed vases
- Developed a full brand identity for MOAT
- Built and setup Wordpress woocommerce store
- Have been successfully selling MOAT 3D printed vases for 6 months with stockists in Cape Town and Paris.
- Moat has been featured in publications such as Conde Nast House & Garden and House and Leisure.

2013 - 2016

Founder

The Blog Boat

I saw a gap in the market for simple blogging themes with cute graphics that were trending at the time. Sold hundreds of themes successfully for 3 years.

- Built and edited Wordpress child themes
- Implemented updates and improvements
- Video files for FAQ's and How To's
- Designed all the elements
- Worked with customers support to install and setup

DEC 2012 - JAN 2013

Intern

Hello Computer

Hello Computer is a leading digital advertising agency in Cape Town which has since merged with DRAFTFCB.

- Retouching campaign images in Photoshop
- Brainstormed conceptual ideas
- CMS system data capturing
- Designing various ad banners