

[Who am I?](#)[My skills](#)[My experience](#)[My education](#)[View my portfolio here](#)

Yolande Dednam

Graphic Designer | Photographer | Videographer

Who am I?

My name is Yolande and I believe in being fearlessly creative! I use the word fearless because I also believe being creative takes a lot of courage. I can think outside the box, while still solving a specific problem, within set client-specific guidelines. With 16 years' experience, both in-house and freelance, I see myself as a passionate, creative designer, artist and photographer that thrive within a high pressure, deadline-driven, and fast-paced environment. I have a keen eye for detail and I constantly strive to deliver creative excellence in a professional and timely manner.

Years of Experience	:	17
Availability	:	Immediately
Qualification	:	Bachelor of Arts (Graphic Design) Bachelor of Arts (Multimedia)
Location	:	Basingstoke, Hampshire, UK
National Insurance number	:	SR 36 08 07 D
Marital status	:	Married
Dependants	:	0
Own Transport	:	Yes with legal UK driving licence
Nationality	:	South African
UK Status	:	Indefinite Leave to Remain

Want to ask someone else? Reference letters available on request

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Contact me

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Basingstoke, Hampshire

Me in a nutshell..

I love graphic design and illustration
I enjoy filming and video editing
I like new challenges, and thrive in problem solving scenarios
I have a passion for photography
I am good at project management
I have the ability to lead teams
I find marketing really interesting
I am determined
I am an organiser
I am a bit of a geek!
I am an introvert, but I can be fun!
I have a fine eye for detail, and I like to push boundaries!
I am a dog person
I take great pride in my work

[Who am I?](#)[My skills](#)[My experience](#)[My education](#)[View my portfolio here](#)

My skills

- Graphic Design** : I currently have upwards of 16 years of design experience, as both an in-house as well as agency designer, and team leader. I am very disciplined and have a strict eye for detail. I also learn extremely quickly and teach myself new design software packages constantly.
- Animation and video** : In 2013 I completed my second Bachelors degree which focussed on film editing and animation (Multimedia with specialization in Digital Visual Art and Multimedia). Skills I have obtained through my studies include 2D animation, filming, video production, video editing and photography. I am proficient in Adobe Premiere Pro, and constantly teach myself new software.
- Marketing** : Because I was self-employed for some years, I have had to do all of my marketing and I have gained valuable experience in the marketing field. I have also studied marketing as part of my first degree.
- Social Media** : I have extensive experience in all social media marketing platforms, including Facebook, LinkedIn, Hubspot etc.
- UX/UI** : I am busy doing numerous online courses in the field, and find it fascinating. This is still a skill in progress, and I am still studying and learning about it every day. I want to progress in this field, and hopefully move from graphic designer to UX/UI designer in my career.
- Exhibition design** : I have experience in the design of exhibition stands, as well as the execution thereof.
- Photography** : I have a qualification in professional photography where I have gained experience in a vast range of techniques.

Software skills

Adobe Photoshop
Adobe Indesign
Adobe Illustrator
Adobe Lightroom
Adobe Premier Pro
Adobe After Effects
Adobe Animate
Microsoft Office suite
Adobe XD (in progress)
SAP (intermediate)

My skills in a nutshell..

Graphic design
Photography
Videography
Video editing
Animation
Exhibition design
Illustration
Social media marketing
UX/UI (studies in progress)

[My experience >](#)

[Who am I?](#)[My skills](#)[My experience](#)[My education](#)[View my portfolio here](#)

My experience

Present

Harrods Warehouse

Thatcham, Hampshire

Warehouse Operative

Due to Covid-19 I was made redundant, and was fortunate enough to find a job at the Harrods Warehouse in Thatcham. The responsibilities of this job was something I have never done, or have been exposed to. I had to learn fast, and adapt quickly. In the beginning my main responsibilities is to do stock adjustments, and rectify picking errors using the SAP platform. Over time I have been learning and trained to take on more responsibility and also handle general stock movements within the warehouse, cancellations, as well as sending stock back to the Knightsbridge store.

I am self-driven with excellent attention to detail and a motivation to maintain the data integrity of warehouse inventory. Using these skills, along with in-depth investigation, I have managed to locate missing stock in the warehouse with a value of over £10 000. This is evidence that I work collaboratively with other departments as well as independently delivering my own initiative and investigations into integrity issues I may come across.

Working in the warehouse for the past few months, I have gained a valuable familiarity of the warehouse, its locations, workings and processes.

I take ownership - I thrive when I have a big project of my own and go above and beyond to deliver a high-quality output.

I am disciplined - I struggle to 'pass-the-buck' or ignore something that is out of place. Hence why I have adopted the practice to investigate every item in the warehouse that looks out of place. By doing this, I have managed to correct the stock integrity of various items and prevented them from being classed as missing, causing the company to loose money.

I have a passion to get to the bottom of something. I really enjoyed the investigating part of my role here at Harrods. I see every investigating task as a challenge, and go the extra mile in reaching a solution, or getting to the bottom of the problem.

Other duties included:

- Ensuring the housekeeping standards are maintained within the warehouse environment as well as the processing of high end luxury items on our processing team ensuring all information is correct.
- Making sure the stock is all accounted for systematically and physically
- Positive and negative stock adjustments
- Rectifying incorrect picks
- Working with SAP

Oct 2020



[My experience continues >](#)

[Who am I?](#)[My skills](#)[My experience](#)[My education](#)[View my portfolio here](#)

My experience

Sept 2020

Insights Learning and Development

Dundee, Scotland

Graphic Designer

I have been working at Insights for 7 years, 4 of which has been permanently remote. During my time here, I have taken initiative to design and implement a new Organisational Chart, as the one in use were outdated and difficult to use. I also did internal research and realised that our clients find our briefing document difficult to use. I redesigned the creative briefing process, and briefing document to make it simple, and easy to use.

When I started here, the company were using Microsoft Outlook for all creative requests and weren't using any form of creative traffic software. I did research and presented a traffic management system to my manager, which was accepted, and currently successfully in use.

I also assisted our video manager on film projects, which includes me handling the camera, lighting, doing editing in PremierePro, and delivering a final product. I assist in ensuring brand consistency across all design platforms and making sure our IP is safe, and correctly applied.

As I am a remote worker, I have flexible hours and am in the favourable position to build partnerships with our US, Asian and European offices, and educating them in the application of our Brand Guidelines. I worked extensively on all the company's international conferences and expo's, which included booth and advertising material design. I assist in the company's brand evolution, which involves constant updating of the current brand and roll-out to all materials and collateral. I support in the brainstorming and conceptualisation of our social strategy and help in the design of social media material.

April 2014

June 2013

Action Ads Local Publication

Knysna, South Africa

Graphic Designer

Action Ads is a small local newspaper and advert business in Knysna, South Africa. They produce a 50-page booklet with local info every week. This meant extremely tight deadlines for a design team of 3. Duties included layout and design of adverts, making printing plates and ensuring the community paper is printed correctly and liaising with clients and doing marketing research.

Oct 2012

[My experience continues >](#)

[Who am I?](#)[My skills](#)[My experience](#)[My education](#)[View my portfolio here](#)

My experience

Oct 2012

[Government Communications - South Africa \(GCIS\)](#)

South Africa

Graphic Designer - Assistant Director

GCIS is the communications department for the South African Government. I was responsible for the management and control of the brand of South Africa's Coat of Arms and general brand. Being responsible for the communication between the South Africa Presidency and the public, I had various responsibilities including management and design of materials for public events such as the Presidential State of the Nation Address, Freedom Day etc., public event photography, and the design of official documents such as the South Africa Yearbook and annual reports.

Oct 2009

July 2009

[Crosstree Design Studio](#)

South Africa

Graphic Designer - Owner

I ran my own business for 3 years, where I was responsible for everything from designing and marketing to financial management and admin. I was involved with clients such as Mercedes and AMG. I decided to re-join the corporate environment because I felt that I missed out on important human interaction.

July 2007

March 2007

[SEED Advertising](#)

South Africa

Graphic Designer

Conceptualizing, graphic design, magazine layout, packaging design, exhibition design and web design. Management and organization of audio recordings. Traffic duties, organization of projects, monitoring the progress of projects, reporting of progress, guiding of other graphic designers. At that time I was running, designing and editing a 30-page magazine, with no outside help. I also came up with an idea for a new, more upmarket magazine, and the company decided to go with the idea. Design, and installation of exhibition stands.

Nov 2005

[My education >](#)

[Who am I?](#)[My skills](#)[My experience](#)[My education](#)[View my portfolio here](#)

My education

Formal qualifications

BA Arts (Culture and Arts) University of South Africa: 2009-2013
(Specialisation in Multimedia - Video production, video editing, animation and photography)
Comparison to UK framework levels: RQF Level 6 / SCQF Level 9 / CQFW Level 6

BA Arts (Graphic Design) Greenside Design Centre, South Africa: 2003-2005
(Degree verified by The Nottingham Trent University, UK)
Comparison to UK framework levels: RQF Level 6 / SCQF Level 9 / CQFW Level 6

Certificate in Multimedia
Allenby Campus, South Africa: 2001

1 year Photography Certificate
Photowise, South Africa: 2004

Other Qualifications

2000: Senior Certificate (Higher Grade Matriculation)
Uitsig Secondary School, Centurion, South Africa
January 1996 - December 2000

Subjects passed (all Higher Grade):

- English
- Afrikaans
- Geography
- Biology
- Mathematics
- Science

2001: Internet Workshop

2002: Certificate in Advanced Computer Literacy)

- Microsoft PowerPoint Basic/Advanced
- Microsoft Word Basic/Advanced
- Microsoft Access Basic
- Microsoft Excel Basic

Online courses:

2017: Wedding Photography course

2017: Adobe Lightroom course

2017: Advanced Photoshop course

2020: UX/UI for beginners

2020: User Experience Fundamentals

2020: Design Mobile Apps: UI, UX & Prototyping in Adobe XD & PS

2020: User Experience Design Essentials - Adobe XD UI UX Design



Creativity is the greatest rebellion in existence