

Gwendolene

Designer & Illustrator

Hi there,

I am Gwendolene van der Merwe, a Designer and illustrator from Somerset West. I studied Visual Communication Design at the University of Stellenbosch and have a background in illustration and graphic design.

During my years working as a digital designer I have come to realize that UX design is a perfect discipline that has managed to capture the best of most of my interests – human behavior, psychology, accessibility, visual design, technology, strategic thinking and storytelling.

I have cultivated my strengths in visual storytelling and empathy to compliment my designs into relatable and accessible user experiences. These are also aspects that will add value to your products.

I am a team-player aswell as efficient in my time management and am proactive in how I approach my work tasks. I am always trying to learn new things and thus will make an excellent asset to your team as I am able to adapt to changes and I love a good challenge.

When I am not designing I am either conquering an enemy camp in Assassins Creed, or illustrating a story in my make-shift art-studio in the garage while listening to some Case File or Myths and Legends.

I look forward to hearing back from you!

Sincerely,
Gwendolene



**Gwendolene
van der Merwe**
25 January 1992

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✉ gwendolene.vdm@gmail.com

📍 Somerset West, CT, ZA

Work / Experience

• **Mid-weight Graphic Designer | 2021 - Present | 2U inc.**

Duties:

- As a midweight designer I am given ownership to 2 courses' graphics simultaneously as opposed to only one course as a junior.

• **Junior Graphic Designer | 2019 - 2021 | 2U inc.**

Duties:

- UI and UX design for e-Learning activities.
- Design Infographics for educational content.
- Creating wireframes and user journeys for small web applications within the online educational field.
- Building interactive web applications with Tumult Hype, supplemented with Javascript, HTML and CSS.
- Creating eLearning activities. (eLearning activities are interactive web applications that serve as a lesson for the course)
- Digital illustration for online course content. Creating illustrations and visual aids that complement and enhance student's learning experiences
- Androgical approaches to design. This entails making design decisions with students and learning in mind.
- Storyboarding for animation
- Brainstorming in teams.
- Assist in any graphic related tasks for the company or any of the University partners

Graphic Designer | 2017 - 2019 | At Pace Design and Advertising

Duties:

- Branding and art direction
- Design presentations for brand projects
- Design logos and brand components
- Layout design for print media
- Alcohol label designs
- Finished art for packaging
- Point of sale merchandise mockups

Internships

CT Civic Center | Jan 2014

- Creating digital assets for graphics asset library

- Take part in brainstorming and problem solving meetings

G Studio Branding Agency | June-July 2013

- Logo designs
- Layout design for an annual coffee table book
- Editing photos for web

Interactive Africa | Nov-Jan 2012

- Logo design
- Finished art for print
- Take part in brainstorming meetings

Education / Certification

How To Design for Accessibility for UX Designers | 2021

Udemy Certificate of completion

Human-Computer Interaction for User Experience Design | 2020

MIT Computer Science and Artificial Intelligence Laboratory (CSAIL)

Digital Marketing Disruptive Strategy | 2019

Business School, University of Oxford

BA Honours, illustration | 2017

Stellenbosch University

BA Visual Communication Design | 2015

Stellenbosch University

Software

