

# GENEVE ANINE DU PLESSIS

SENIOR GRAPHIC & WEB DESIGNER AND ILLUSTRATOR

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📍 Rockwall, TX, 75032

## PERSONAL PROFILE

Creative and driven Senior Graphic Designer with 10+ years of experience in website, packaging, print, and brand design across consumer-facing and B2B brands. Skilled in developing visual languages that are both strategic and emotionally resonant. Adept at managing complex design projects from concept to production, collaborating across departments to deliver consistent, high-quality results. Most recently, I expanded my creative scope by writing and illustrating a children's book, bringing storytelling and character-driven visuals to life through thoughtful, whimsical design.

## WORK EXPERIENCE

### Freelance Senior Graphic & Web Designer (Contract)

VectorGFX – Remote, USA | Massachusetts | September 2025 – Present

Freelance contract role focused on brand styling and design, including logo development, color systems, and visual identity. Responsible for building full websites from concept to launch, delivering polished, modern digital experiences for clients.

### Senior Graphic & Web Designer (Contract)

McKeany-Flavell – Remote, USA | Feb 2022 – September 2025

Lead designer overseeing all brand, web, print, and marketing materials. Create clear, cohesive visual systems that support data-focused content and strengthen company communications. Design high-impact presentations for webinars and executive briefings. Partner with marketing and external vendors to ensure consistent, high-quality deliverables.

### Senior Graphic & Web Designer (Freelance)

Pencil&Ink Design Studio – Rockwall, TX, USA | 2015 – Present

Partner with small to mid-size brands in wellness, retail, and lifestyle industries to develop packaging and brand materials. Conceptualize and execute print and digital design campaigns, packaging mockups, and press-ready artwork. Adapt design strategy to fit client goals, production budgets, and consumer psychology. Known for consistent brand voice execution, deadline management, and design versatility.

### Senior Graphic & Web Designer (Contract)

Canvas GFX – Remote, USA - Boston MA | Jan 2019 – Dec 2022

Provided contract design services for a visual communication platform.

Worked closely with product teams to deliver graphic assets for Website Development, UI/UX, instructional materials, and brand collateral.

Senior Graphic & Web Designer – M&T Development – South Africa | 2018 – 2019

Graphic & Web Designer – Gotfunk – Pretoria, South Africa | 2015 – 2018

## PROFESSIONAL SKILLS

Children's Book Author & Illustrator

***The Little Starter Who Grew***

Available at Barnes and Noble at [bn.com](https://bn.com)

Brand Development & Design • Packaging Design • Web Design • Wordpress • Coding (Basic) • Print Design • Typography & Layout • Adobe CC (Illustrator, Photoshop, InDesign, Premier) • Figma • Brand Identity • Prepress & Production • Vendor Communication • Color Management • Cross-functional Collaboration • Remote Workflow •

## PERSONAL SKILLS

Creative problem-solving • Strategic thinking • Strong work ethic • Self-motivated • Deadline-driven • Clear communication • Cross-team collaboration • Supportive leadership • Relationship building • Brand-focused mindset • Detail-oriented • Adaptable and flexible

## EDUCATION

Graphic Design Certification  
Oakfield College, South Africa  
2016