# DESIGN PORTFOLIO

Self promotion at its best

2022
Best Selected

Author
Neo Molopyane

# NEO MOLOPYANE

## PORTFOLIO



## WELCOME

HI..
I am Neo

I am a highly talented, driven individual who has the ability to prove themselves and can deliver innovative solutions. A proven ability to develop projects from inception through to production ensuring that all work is effective, appropriate and delivered within agreed deadlines. Able to work as part of a team.

Over the years I have been in school, I have seen many examples of great leadership. What separates the truly successful from the rest is a higher level of contribution towards the organization's most important goal.

We grow our creative talents through experience: whether it's learning from a veteran designer about how things came to be or finding fresh delight in Smashing Magazine posts, no great artist exists without inspiration. Famously declared in reference to scientific progress: "If I have seen further it is by standing on the shoulders of Giants", said Isaac Newton.

Warm Regard

Neo Molopyane

**Tools**
Adobe, Photoshop, XD and Illustrator

**Phase**
Conceptual

# branding project

**STATIONERY**
**LOGO DESIGN**
**CORPORATE IDENTITY**

March- 2022

## Description

Gorgeous Desires
We at Gorgeous Desires Spa have developed an innovative approach to treating both the body and mind through the creation of a relaxing, welcoming and enjoyable environment. Our customers are our focus and all leave the spa feeling relaxed, rejuvenated and restored. Step out and Indulge yourself, whether a half-day or evening spa package, you deserve it.

**Design brief:**
Develop and design artwork that reflects the customers needs. The Design should encompass an elegant look and feel that will allure consumers into the lap of luxurious treatments.

GORGEOUS DESIRES

## GORGEOUS DESIRES

Year : Aprail - 2022
Client : Gorgeous Desires

Gorgeous Desires Skin Care Products

Relax and nourish your skin and senses with a soothing bath experience immersed in luxurious bubbles.

Sweet & Tantalising - Delicious Tropical aromas of exotic blooms & fruits, this is a warm and heady fragrance. Vanilla, Jasmine, Heliotrope & Ylang-ylang blossom abound in the top notes, while Lily of the Valley, Raspberry & Coconut burst in the heart. Peach, Musk, Praline & Orange Blossom make a satisfying base.

## GORGEOUS DESIRES

Year : Aprail - 2022
Client : Gorgeous Desires

Product Design / UX for Gorgeous Desires which is a conceptual design by me and the owner of the business idea. Cosmetic packaging design covers a wide range of product solutions. You may have a skincare range, beauty collection or perhaps a cosmetic line that needs adapting to the current marketplace.

Perhaps you need a complete change with the packaging altogether. With this in mind, we have decided to show a range of unbranded products that Berlin Packaging UK offers to the cosmetic packaging world.

## GORGEOUS DESIRES

Year : Aprail - 2022
Client : Gorgeous Desires

Tools
Adobe Indesign and Illustrator

Phase
Freelance

02

# editorial design

**PRODUCT CATALOGS**

nov - 2021

## Description

recruit-me
We request that our clients provide us with a comprehensive job description at the start of the recruitment process. This will not only ensure that the appropriate medium for recruitment is decided on but will further enable your dedicated consultant to recruit in the most cost-effective and efficient manner. Your consultant will liaise with you to get the necessary details of the vacant position. All applicants are interviewed, and references are checked in person. On request, additional checks can also be done if inherent to the position. Upon receiving a detailed job description, we will first consult our extensive database of candidates, matching only the most suitable candidates to the requirements. We will recommend the top three candidates; refer them to the client, with complete, detailed Curriculum Vitae.

Brief: Design a brochure that encompasses the colours and elements of the company.

Recruit Me
Recruitment
& Consulting



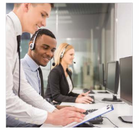
www.recruit-me.co.za

## RESPONSE HANDLING

We will also place advertisements on your behalf, screen, interview, short-list, perform reference, criminal and qualification checks on the top candidates as per client's individual needs.

## WHAT SETS US APART

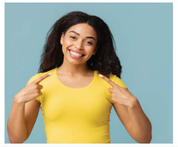
We take pride in our selection processes and the subsequent successful placement of numerous candidates in a vast scope of industries, over the recent years. We adhere to a multitude of ethical codes and thus, apart from our guaranteed professional services, you can also be assured of the confidentiality with which we handle all positions and applications, thereby protecting the rights and interests of both client and candidate. Total commitment and an on-going relationship with our clients are a firm mind-set within our agency.



## COMPANY PROFILE

We are a people orientated Recruitment Company situated in Gauteng and Cape Town with 20 years of cumulative experience in the Retail, Operations, Recruitment and Human Resources field.

As a committed consultancy, our aim is to understand our client's requirements as well as the culture of our client's environment to ensure a perfect fit between client and candidate. When necessary, we will offer weekly site visits to ensure there is alignment in both. Our key focus areas are, but not limited to, Retail, Wholesale, Finance and Accounting, IT and Marketing.



20 Years Experience

**RECRUITMENT MADE SIMPLE**

TRUST THE AGENCY WITH OVER 20 YEARS EXPERIENCE TO HELP YOU

## MISSION STATEMENT

Our mission is to provide service excellence to all industries in South Africa that requires a stable workforce through quality placements and specialized services. In the process we will maintain its philosophy of integrity and transparency.

- Service Quality
- Teamwork
- Ethics and Professionalism
- Honesty and Transparency
- Objectivity to all parties
- Credibility and Flexibility

www.recruit-me.co.za

Recruitment & Consulting

## PERSONNEL RECRUITMENT

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www.recruit-me.co.za

## Vision

We build long-lasting relationships with both our candidates and clients, partnering to connect quality with quality

## Values

We believe in treating our customers with respect and loyalty we integrate honesty integrity and business ethics into all aspects of our business functioning

## Mission

To build long-term relationships with customers and clients and provide exceptional customer services.

## Goal

To take our knowledge, experience and most importantly our passion and partner with our clients.

www.recruit-me.co.za

Click for video

## FILA Campaigns

Year : June - 2021
Client : 1721 distributors

Click for GIF

## FILA BASKETBALL

Year : June - 2021
Client : 1721 distributors

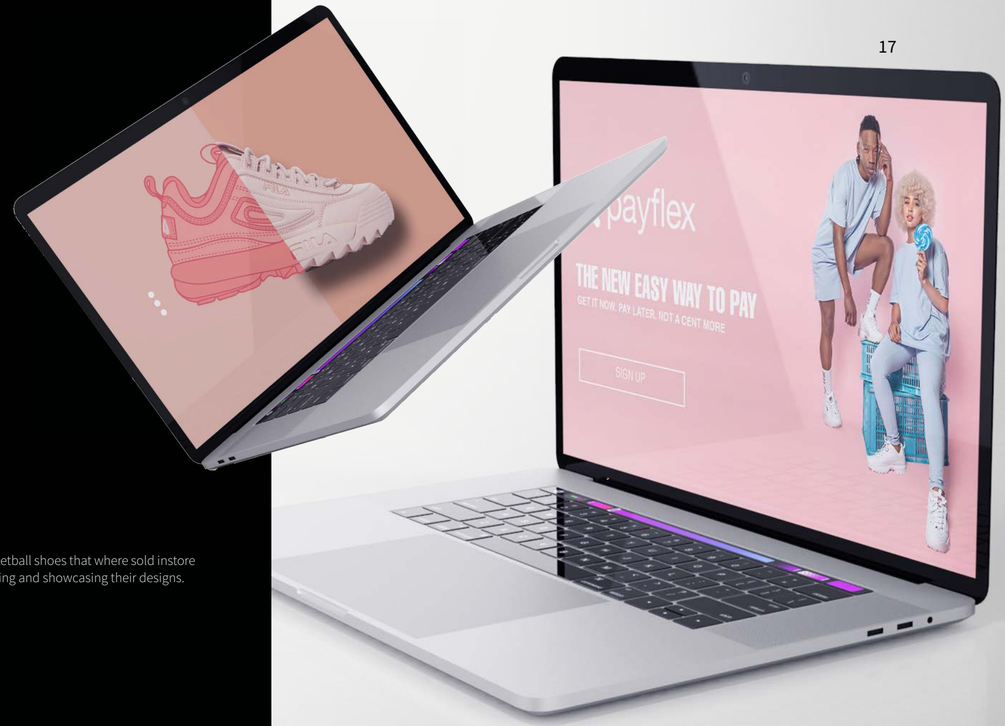
The campaign was based on the basketball shoes that where sold instore and getting a brilliant way of advertising and showcasing their designs.

## FILA PAYFLEX

Year : June - 2021
Client : 1721 distributors

The campaign was based on the basketball shoes that where sold instore and getting a brilliant way of advertising and showcasing their designs.





**Tools**
Adobe Illustrator

**Phase**
Freelance

# logo design

feb 2018 - mar 2020 2022

**CORPORATE LOGO**
**BRANDING**
**MOCKUP**

## Description

A logo is a symbol or design used to identify a company or organization, as well as its products, services, employees, etc.

In its simplest definition, a logo identifies. It's how your company is recognized and remembered among others. It also functions as the face of your business.

Your logo can also be an opportunity to make a statement about your organization. Take Amazon's, for example. The smiley arrow communicates that the company sells everything from "A-Z" and also represents how happy customers are when they shop with them.

## BUSBY HOUSE

Year : June - 2018

Logo was designed for the busby house premium leather goods.
Logo requirements it has to look like a premium logo for a premium brand, the colours need to represent the look and feel that the brand is trying to achieve.

www.frontierco.co.za

## ITSA

Year : Mar - 2022

Logo was created for ITSA, it is an update over their current logo. ITSA is a tech company which connects the different individual within South Africa with their software.

www.iotsa.tech

## NAME CLIENT

Year : June - 2018

Pat my back logo was designed for the house of busby to acknowledge the hard work of individual within the organization.

www.frontierco.co.za

## AMS

Year : Mar - 2022

Logo was designed for a metering company the elements used represent the different elements within a meter.

www.africanmeteringsolutions.co.za

## AUS

Year : Mar - 2022

Africa Utility Solutions is a company that deals with utility management and supply.

**Tools**
Adobe Dreamweaver

**Phase**
Freelance

# web design

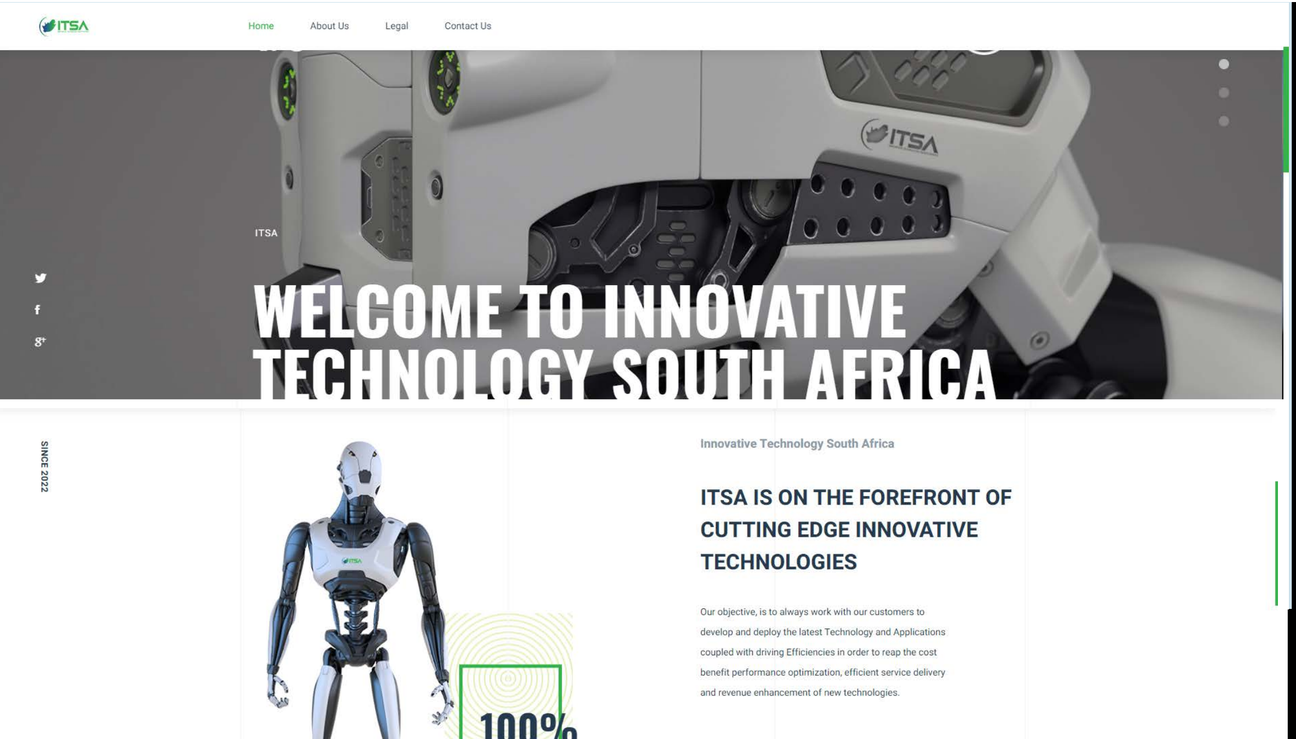
**WEBSITE TEMPLATE**
**DEVELOPMENT**
**CORPORATE IDENTITY**

Mar - 2022

## Description

Web design is a Web development process for creating a website that focuses on aesthetic factors like layout, user interface and other visual imagery in order to make the website more visually appealing and easy to use. Web design makes use of various programs and tools in order to achieve the intended look, such as Dreamweaver, Photoshop and many others. In order to create a winning design, Web designers need to think about their audience, the purpose of the website and the visual appeal of the design.

Most websites are created by using a coded language called Hypertext Markup Language (HTML). In order for a website to be successfully displayed on the client browser, it needs to follow the rules of this language. HTML tags identify the website's content for every page. Cascading Style Sheets (CSS) is then used to define the overall visual appearance of each page. The result is based on the combination of these elements. Hand coding can be taxing for some designers so some opt to use programs like Adobe Dreamweaver.



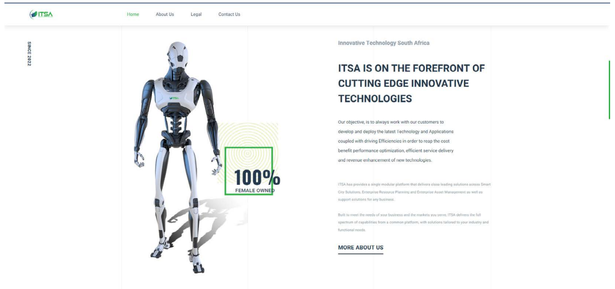

WEB GRAPHIC & UI

## ITSA WEBSITE

Website was designed to show the different technologies that ITSA is involved in and what they can do.

To Experience this website, please visit :

https://iotsa.tech




Click to visit Website

ITSA
INNOVATIVE TECHNOLOGY SOUTH AFRICA

## WEB GRAPHIC & UI

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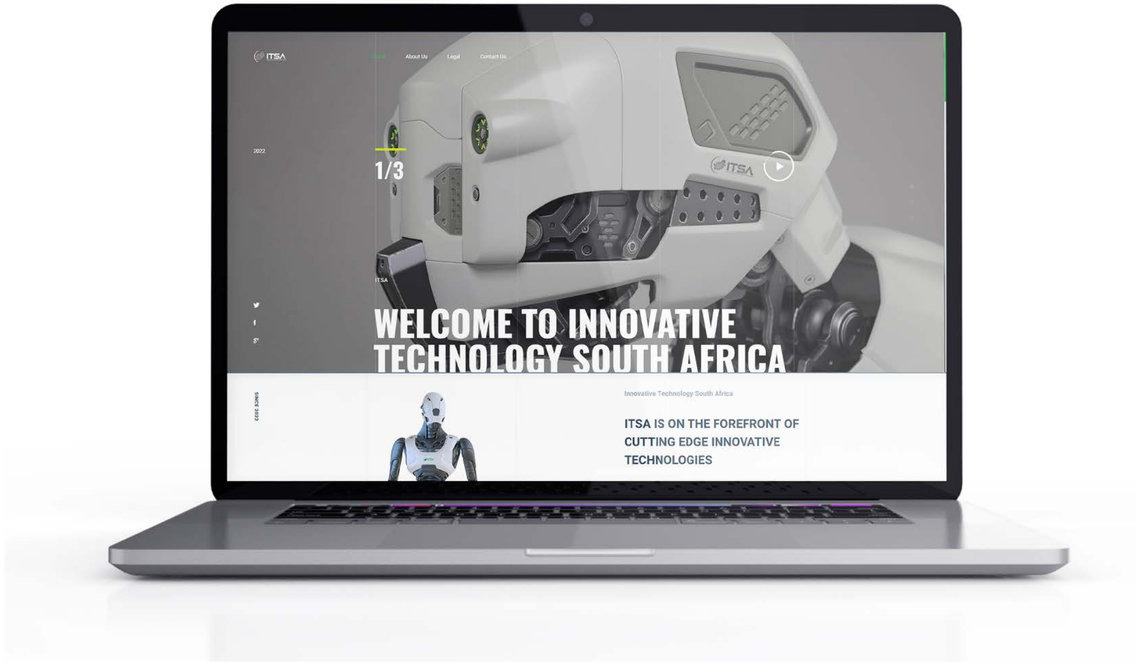


**Tools**
Auto CAD and 3Ds Max

**Phase**
Freelance

# UI/UX design

**CORPORATE LOGO**
**BRANDING**
**MOCKUP**

feb 2018 - mar 2018 2018

## Description

A mobile user interface, or mobile UI, is the display or screen on a mobile device. It's the space where users can interact with what's on the screen – from menu buttons to text fields (and everything in between, depending on whether users can tap, scroll, swipe, type, or just see it).

Most of these user interactions are touch-based and happen on colorful touch screen displays that are bursting with high-level interactions. Naturally, basic mobile UI design principles differ from those of a traditional desktop UI. After all, users are, by definition, on the move; control is limited, giving new meaning to the phrase 'all thumbs'. Actions and information need to be big, bold, clear, and simple.

**NAME PROJECT**

## ITSA MOBILE APP

ITSA Mobile application the one stop shop for utility vending you can pay your utlities on the app manage your payments.

**NAME PROJECT**

## ITSA

As mobile adoption continues to rise year-by-year, it's time to develop a mobile-first strategy, embraced by the likes of Facebook or other social networks, who make sure their iOS and Android apps offer a polished user experience on hand-held devices.

After all, when users have more choice and freedom to find mobile applications that work for them, a poor user experience can easily devalue your brand, hurt your revenue, and disengage your users.

## UNIFORMITY IS KEY

Your designs should be consistent across the board, from buttons and icons to brand colors.

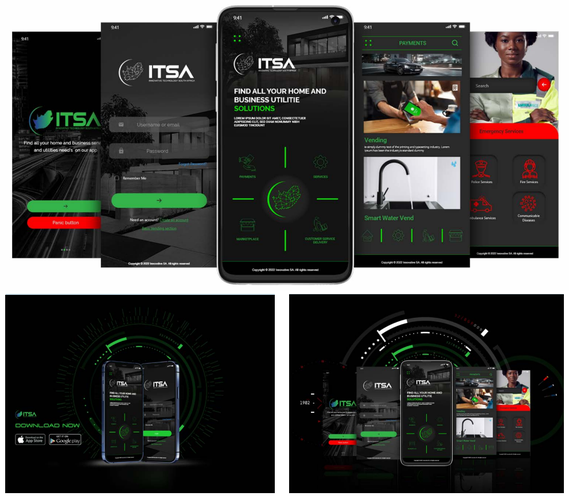
Visit Amazon on your mobile. It's a masterclass in consistency for mobile app UI design. Every design aspect is uniform, from the color palette to page layout, whether you're buying a new microwave oven or a second-hand book.

This isn't just because it's pleasing to the eye. It's about helping users familiarize themselves with the app, so that eventually, they won't even need to think about what they're doing. Every action will be intuitive and engaging.

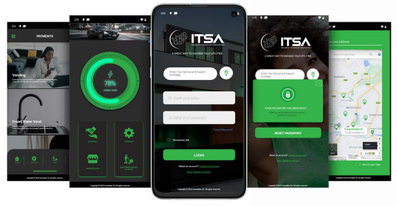
To ensure uniformity, you might find it useful to add a mobile UI kit to your design system.

Be specific where necessary. For example, are all your call-to-action buttons in a particular color? Must certain fonts be used or avoided? Ask yourself those questions before you need to answer them.

Click for video



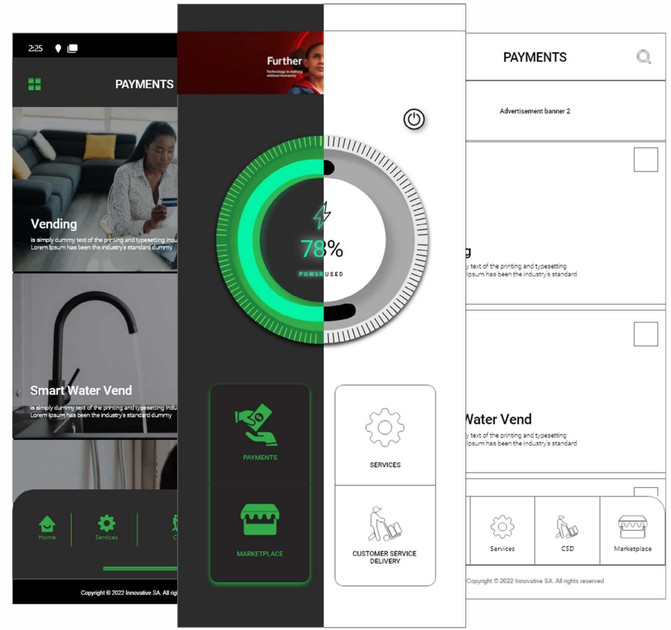



## MAKE SURE YOUR SPLASH SCREEN IS FLAWLESS

A splash screen should grab the user's attention – and fast. While your app boots up in the background, you can use your splash screen to engage your users. Because, let's face it, in the age of instant-everything, no one wants to sit, wait, and do nothing.

Eye-catching illustrations. Unmissable headlines. Brand promotion. User tips. These can all keep users engaged and stop them from quitting and uninstalling at the first hurdle. Consider adding a progress bar, especially if your app takes a while to load. Users like to know something is happening.



**Tools**
Adobe Indesign and Illustrator

**Phase**
Freelance

# Poster design

**CORPORATE LOGO**
**BRANDING**
**MOCKUP**

Mar 2022

## Description

A poster is a large sheet that is placed either on a public space to promote something or on a wall as decoration. Typically, posters include both textual and graphic elements, although a poster may be either wholly graphical or wholly text. Posters are designed to be both eye-catching and informative.

**NAME PROJECT**

## AUS POSTER

A poster is a large sheet that is placed either on a public space to promote something or on a wall as decoration. Typically, posters include both textual and graphic elements, although a poster may be either wholly graphical or wholly text. Posters are designed to be both eye-catching and informative.

Click to view expo stand

Click for video

Msotra is the vision of two individuals who saw the potential of a niche market in the fashion indus

**Tools**
Adobe Indesign and Illustrator

**Phase**
Freelance

# Poster design

nov - 2018

**MOCKUP**
**PUCLICATION**
**CORPORATE IDENTITY**

## Description

A poster is a large sheet that is placed either on a public space to promote something or on a wall as decoration. Typically, posters include both textual and graphic elements, although a poster may be either wholly graphical or wholly text. Posters are designed to be both eye-catching and informative.

Winter
Warmer Promo
20% OFF
ANY MASSAGE WHEN BOOKED WITH A FACIAL.
MINIMUM SPEND: R600
Sorbet
DATE
1 - 30 June 2022
Ts & Cs Apply. Excludes Swedish Hand or Foot Massage.
facebook.com/SorbetGroup
instagram.com/sorbetgroup
twitter.com/SorbetGroup

Winter
Warmer Promo
20% OFF
ANY MASSAGE WHEN BOOKED WITH A FACIAL.
MINIMUM SPEND: R600
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# Brand corporate identity

Mar - 2022

**MOCKUP**
**PUCLICATION**
**CORPORATE IDENTITY**

## Description

A corporate identity or corporate image is the manner in which a corporation, firm or business enterprise presents itself to the public. The corporate identity is typically visualized by branding and with the use of trademarks, but it can also include things like product design, advertising, public relations etc.

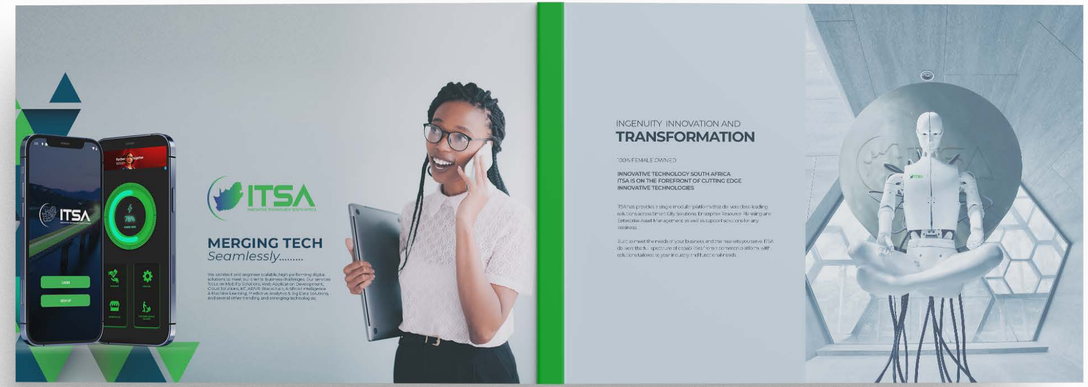
**What is corporate identity?**
One of the most commonly misunderstood terms in business is corporate identity. Many people conflate the term with logos or mistakenly think it only applies to sectors such as banking, legal, or technology. However, corporate identity (also known as company identity or company id) is essential to the success of all brands, irrelevant of size or industry.

THANK
YOU.....

ITSA
COMPANY
PROFILE
BRANDING.
INNOVATION.
PURPOSE.

04 VISUAL MEANING
VISUAL MEANING 05
Branding
Logo and meaning
Visual
meaning.
Who We Are ITSA




ITSA
MERGING TECH
Seamlessly.....
INGENUITY, INNOVATION AND
TRANSFORMATION
INNOVATIVE TECHNOLOGY SOUTH AFRICA
ITSA IS ON THE FOREFRONT OF CUTTING EDGE
INNOVATIVE TECHNOLOGIES

**NEO MOLOPYANE**

SENIOR GRAPHIC DESIGNER