


KIRSTY'S

DESIGN
PORTFOLIO



Driven by design,
anchored in heart

Up for the adventure of

awesome work

new projects

creative briefs

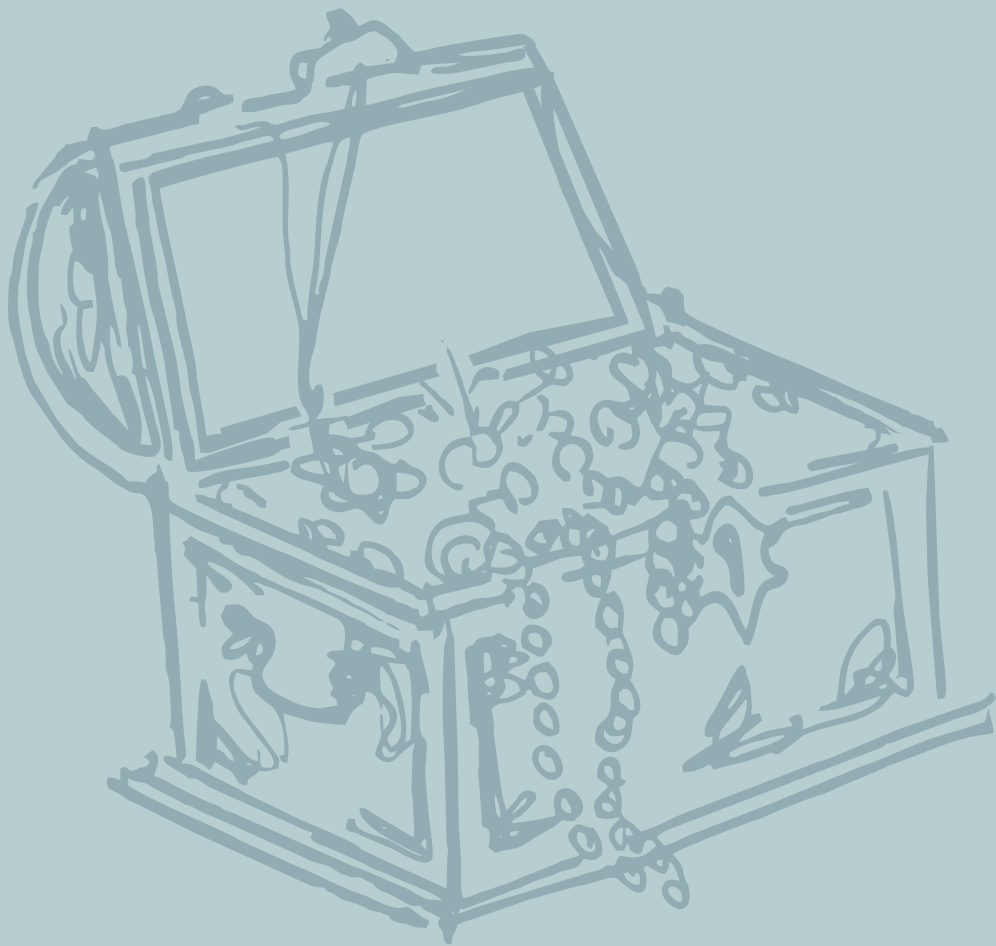
making news things

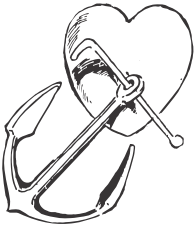
thinking about problems

change

inspiration







CONTENTS

CURRICULUM VITAE

PG 1

COLLATERAL DESIGNS

PG 2

Printed material providing business information. Company brand and logos to establish a visual brand with cohesiveness and consistency.

Varsity Project: Think Different

PG 7

Making an app for the iPhone6s that will use technology already part of the functionality of the phone and use it in our app.

Digital Work and Web Design

PG 10

A showcase of a few digital bits and bobs I've learned to create over the years.

Video Work

PG 15

Animated video creation that explains the workings of a company and a launch of the brand.

Social Media design

PG 19

Varying design for brands that need to get their product or service across to their audience.

ABOUT KIRSTY

MULTIMEDIA DESIGNER

I empower businesses to articulate their unique identity through seamless branding and pairing it with a dynamic social media presence. For those with a vision but unsure how to unify it, I provide the guidance to bring their brand message into clear, consistent focus across all touchpoints. My passion for diverse design meets a meticulous eye for detail, ensuring every element aligns to build an impactful, unforgettable presence.

EDUCATION

2009 – 2013: St Martin’s High School

2014 – 2016: Multimedia Design at Greenside Design Center, College of Design

INTEREST & HOBBIES



SKILLS

Illustrator
Photoshop
After Effects
InDesign
Canva

REFERENCES

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EXPERIENCE

FREELANCE DESIGN WORK

DJ Pro-fect Events, InspHired Recruitment, VerifyMe Recruitment, Keith & Co Consulting, Tyla Van Der Spuy Biokineticists

CORPORATE DESIGN WORK

Digital and Design Manager at Game2Change Learning.

CURRENT POSITION (FROM OCT 2022)

Design and Social Media Manager at Master Power Technologies.

Collateral Designs

I thrive on helping diverse brands tell their unique stories. My portfolio features a range of collateral designs, each crafted to capture a brand's specific voice and connect with its audience. Here are some of the brands I've partnered with:

- InspHired Recruitment Solutions: I helped this agency pivot its brand during the COVID-19 pandemic, developing new collateral to highlight its expansion into mobile app recruitment.
- Keith & Co: I collaborated with this established company, which is known for its project management expertise in the South African event and flooring industries.
- The Urban Jungle: My work here involves helping this brand build a stronger social media presence and create a cohesive brand guideline for its content.
- Master Power Technologies and Digital Parks Africa: These companies went through brand pivots as well, refreshed their established identities and so following through with collateral, social media and just overall brand presence was necessary.

INSPIRED RECRUITMENT SOLUTIONS

My goal was to maintain a cohesive brand identity across various formats while serving different purposes.

- **Christmas Card:** A festive design created for clients and employees, intended to be printed and included with holiday gifts.
- **Business Card:** A professional and clean design that represents the company to potential clients and partners.
- **Email Signature:** A streamlined digital signature that provides essential contact information and reinforces brand consistency in every email.



InspHired
Recruitment Solutions

Landry Mutombo

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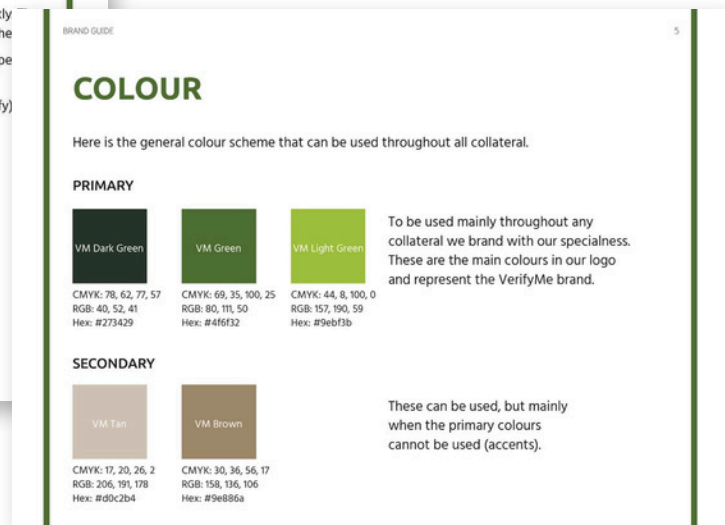
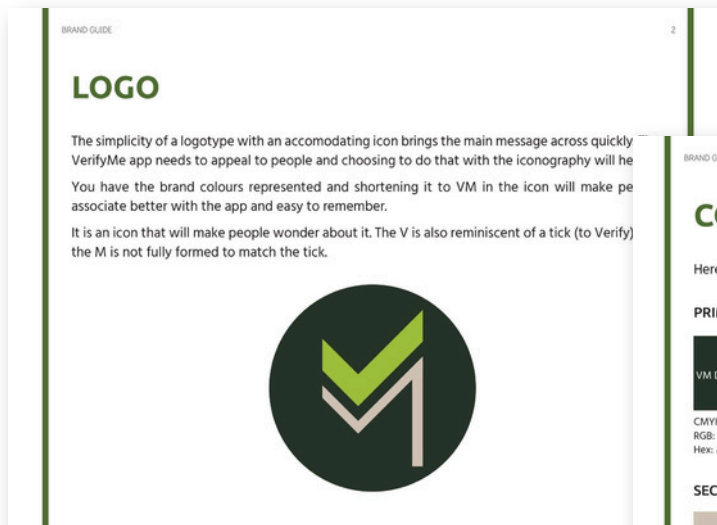
www.insphired.co.za

VERIFYME

This page displays selected elements from a brand guide I developed for InspHired Recruitment Solutions' sister company.

This project demonstrates my ability to create a cohesive brand identity from the ground up, ensuring all visual and communication elements are consistent.

The brand guide is a foundational document that helps maintain a unified look and feel across all company assets.





SANITIZER DISPENSERS

ECONOMY FLOOR STAND

Buy 36 refill bottles and get a stand for FREE



R80
per 500ML

DELUX WALL STAND

Buy 36 refill cans and get a stand for FREE



R120
per 500ML

DELUX FLOOR STAND

Buy 48 refill cans and get a stand for FREE



R120
per 500ML

KEITH & CO

The COVID-19 pandemic introduced new challenges for the event and project management industry, creating a demand for new safety measures like sanitization stations.

I designed this brochure for Keith & Co to help them effectively market their solutions for these needs.

This collateral piece was crafted to highlight Keith & Co.'s flexibility and expertise in adapting to a rapidly changing environment.

CONTACT DETAILS:

Keith: 079 643 8486

Thuli: 071 9147829

Primrose: 074 243 9212

keith@keithandco.co.za

thuli@keithandco.co.za

primrose@keithandco.co.za





THE URBAN JUNGLE

The Urban Jungle had an established logo and imagery, but lacked a consistent visual identity.

I was brought in to create a cohesive look and feel for their collateral and social media, ensuring all designs aligned with their brand and captured a specific target market.

This project highlights my ability to refine existing brand elements into a unified and strategic visual identity.



Varsity Project: Think Different

For a university project, my partner and I explored how technology could simplify financial management. We focused on a common problem: overspending.

Our challenge was to create a tool to help a family, the Robinsons, cut their budget and save for their dream holiday. Our solution was Free Money, an app designed to make saving both easy and automatic.

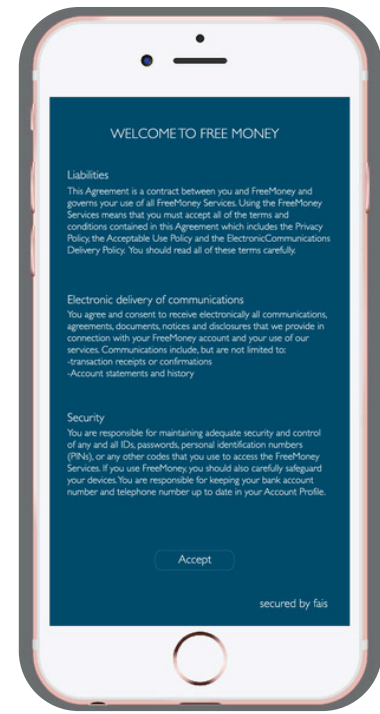
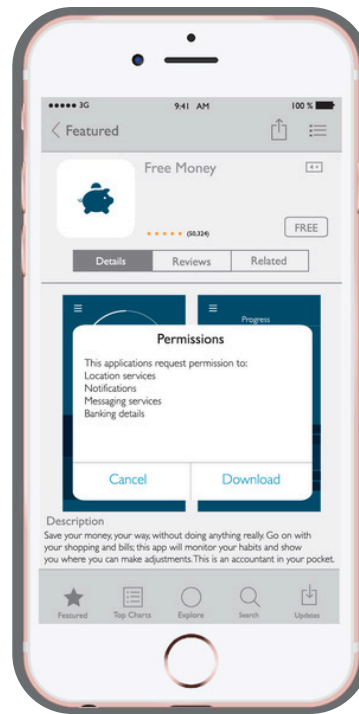
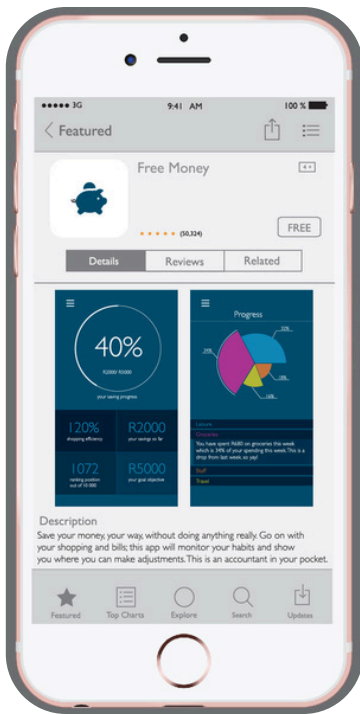
Free Money stands out by doing the work for you. It securely connects to your bank account and reads transaction notifications via SMS. This means you don't have to manually log your purchases—the app does it for you.

This seamless process, combined with built-in GPS/Glonass features, makes managing your money effortless, allowing you to focus on your savings goals.

The Free Money App: A Guided User Experience

I designed the user journey for the Free Money app with a focus on simplicity and security. The experience begins in the app store, where a transparent permissions overview lets users know exactly what the app does before they download it.

- **Onboarding:** The initial setup is a seamless, two-step process. Users first review and accept the terms, followed by a separate, secure sign-up screen for account creation. This intentional separation prevents users from confusing their banking passwords with their app login details, highlighting our commitment to security.
- **The Dashboard:** The hero page provides a clean, user-friendly dashboard with clear primary navigation. Here, users can quickly access key features like efficiency stats, progress tracking, rankings, and settings through a simple button layout.
- **Navigation:** Consistent primary and secondary navigation is available on every screen. This ensures that users can effortlessly move between pages and access the app's core functions, from goal tracking to their profile settings.

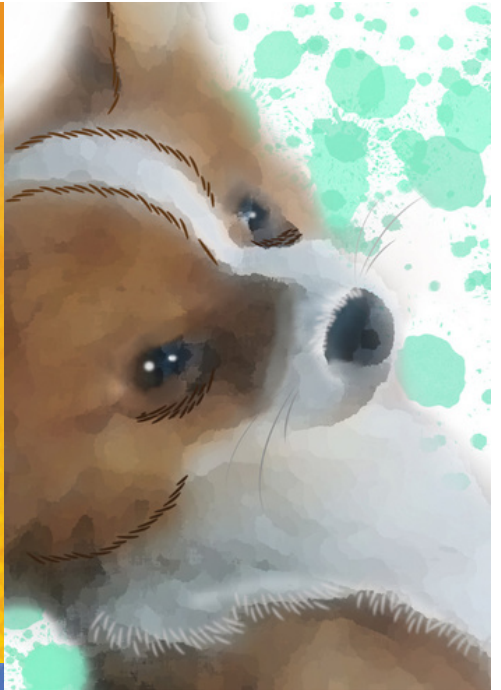


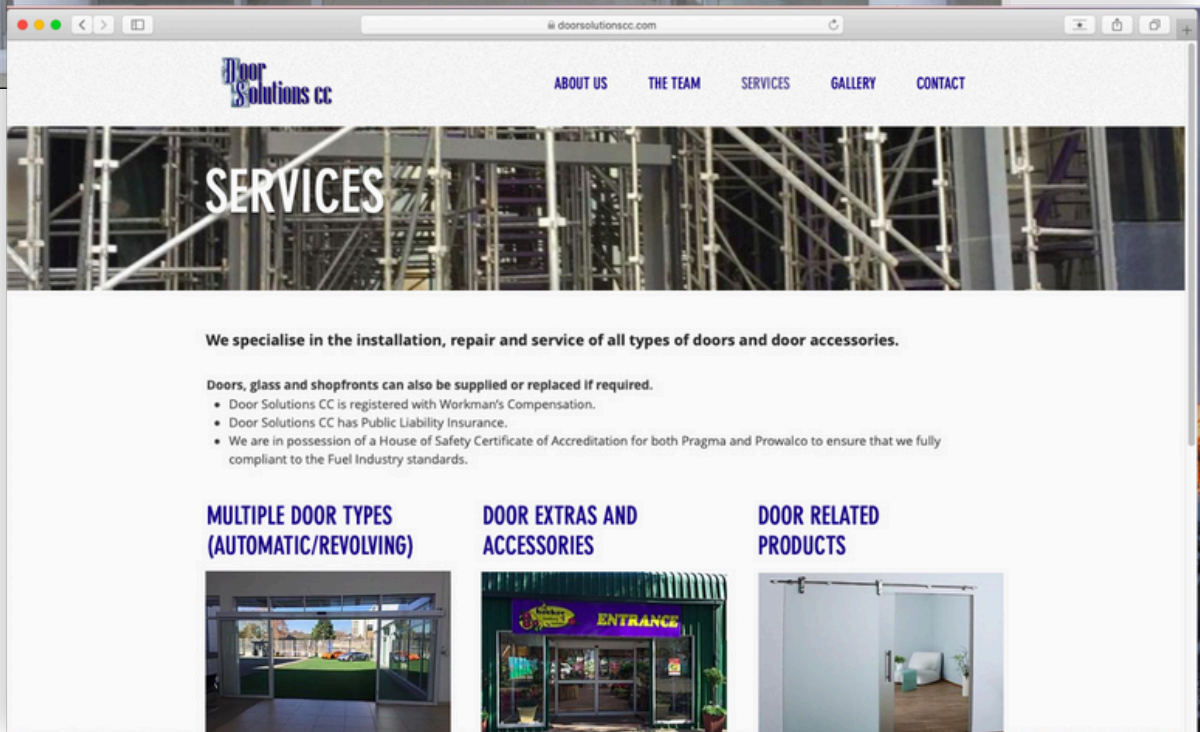
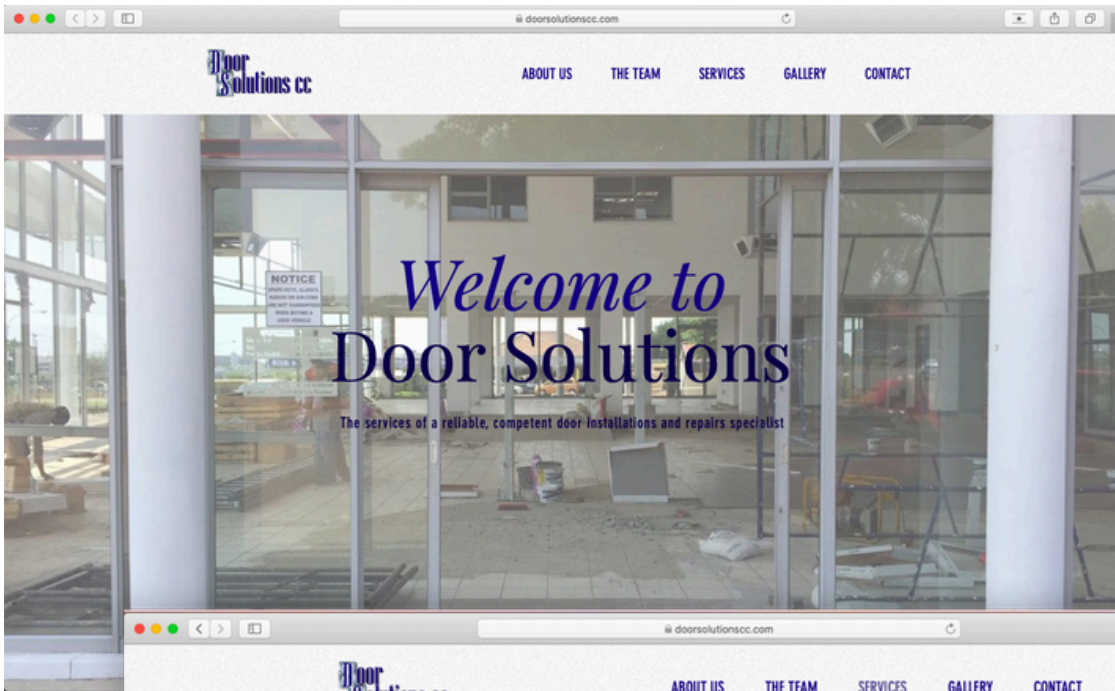


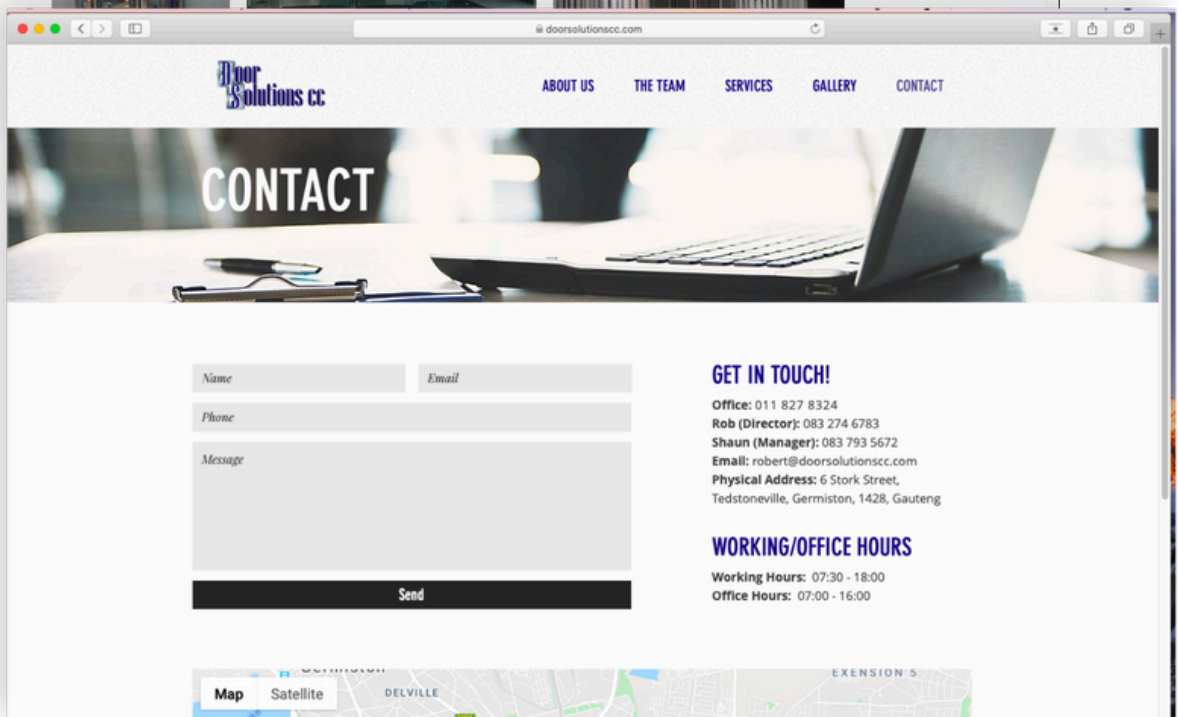
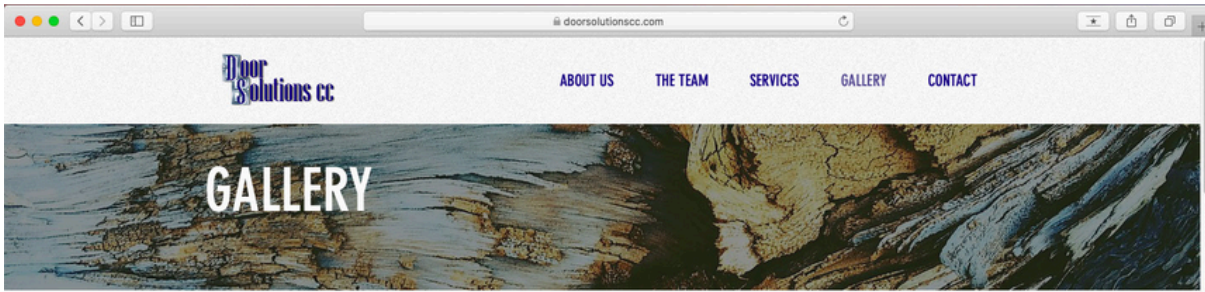
Digital Work and Web Design

I'm always looking for ways to grow my skills, and in my free time, I enjoy exploring new creative avenues. I've found that stepping outside my comfort zone and experimenting with new techniques not only expands my knowledge but also inspires new ideas.

This section is a collection of personal projects, including illustrations I've created as gifts for friends and family, and some website design work. It's a space where I play with different styles and continue to challenge myself in the digital realm.

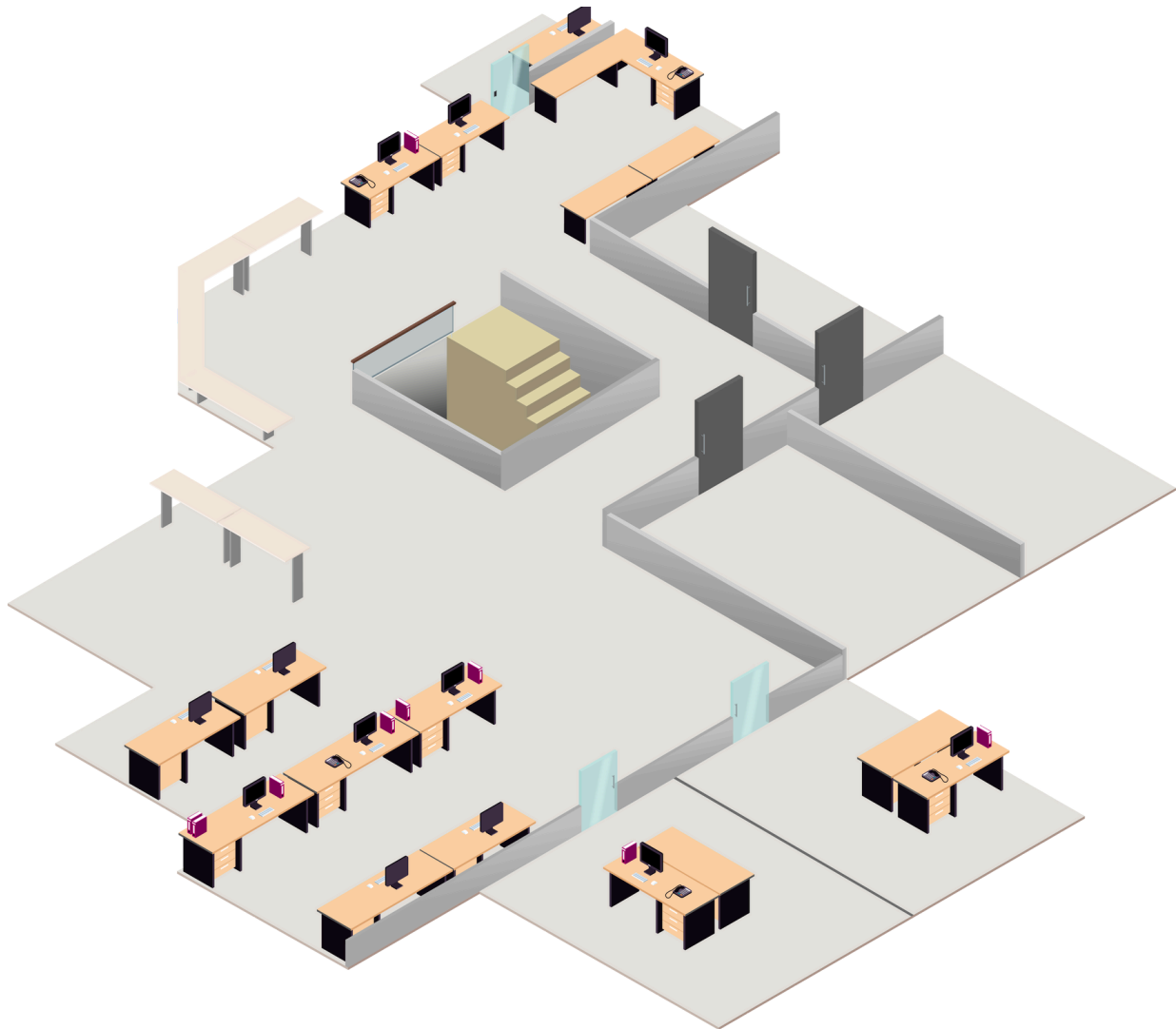






In my current position, I design detailed isometric layouts of client facilities, such as data centers and energy centers, to provide clients with a clear and comprehensive view of their sites.

This ensures our team can monitor these sites in real time, ensuring optimal performance by tracking temperatures, responding to alarms, and proactively addressing potential problems.



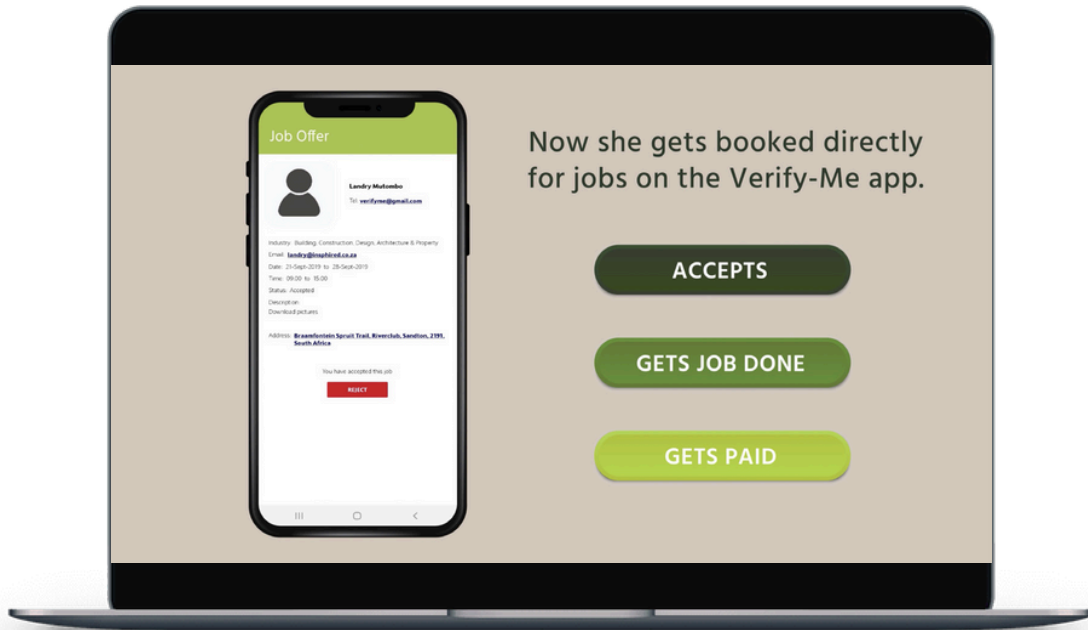
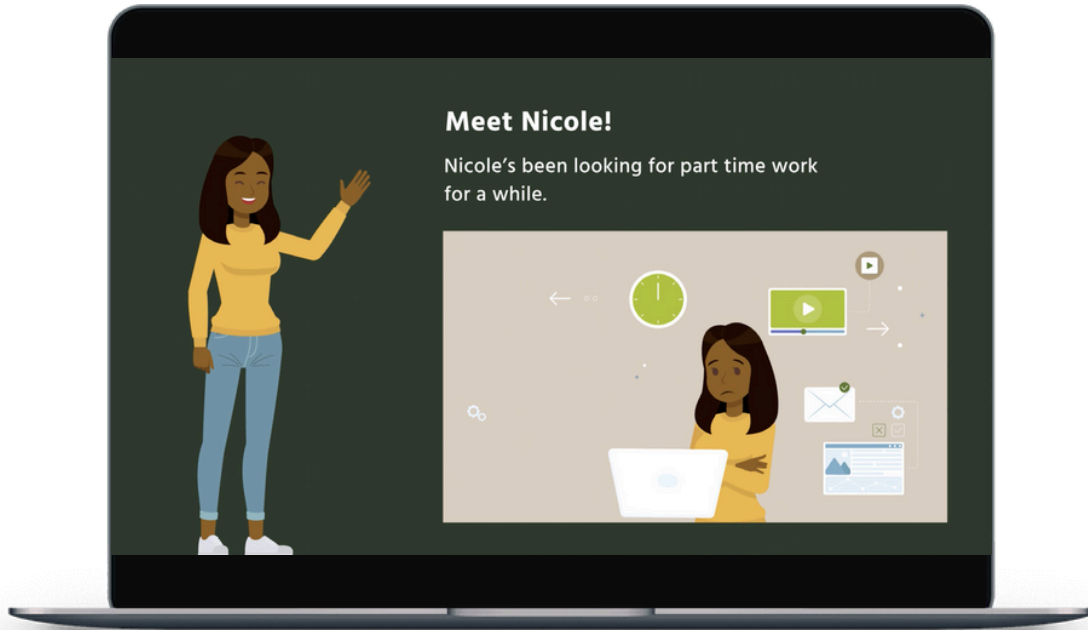
Video Work

I enjoy the dynamic medium of video and motion graphics, using After Effects to bring concepts to life.

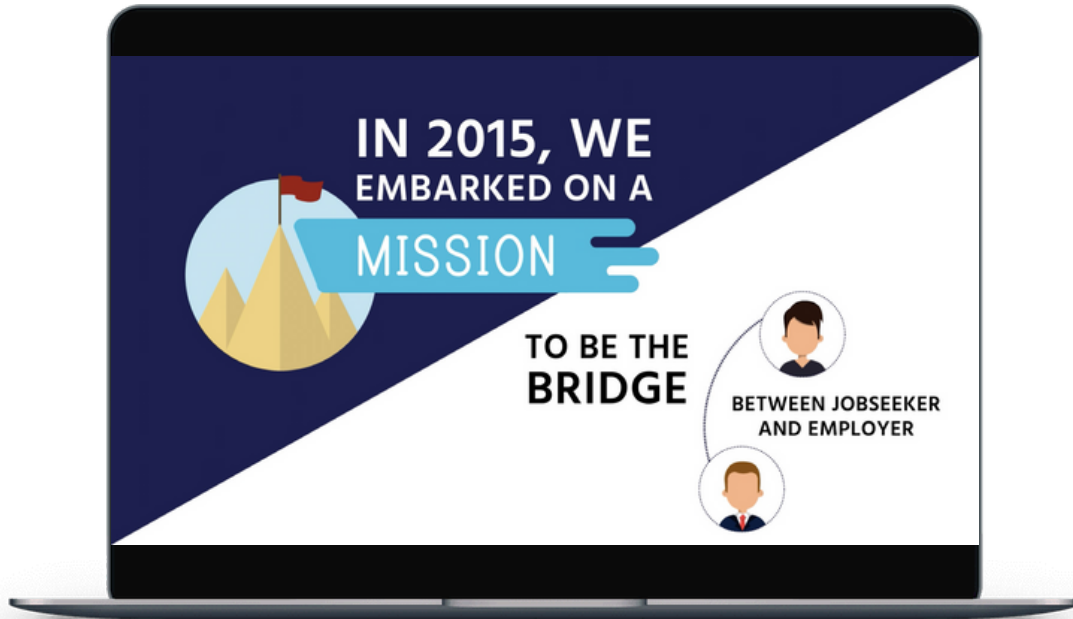
I specialize in 2D animation, a versatile style that I've used to create engaging explainer videos for companies.

This section features some of my work, for VerifyMe and InspHired Recruitment Solutions. This work demonstrates my improved skills in creating clear, compelling visuals that communicate a brand's message effectively.

I have also done some smaller video projects for my current role as Design and Social Media Manager. Often we just have quick things we'd like to share around our products or exciting news about our clients, and that's where these short, mainly kinetic text videos will come into play on the company LinkedIn and Facebook pages.



<https://www.youtube.com/watch?v=lwL17y2fB10>





MASTER POWER TECHNOLOGIES

DC Maintenance

Regular maintenance optimizes energy consumption.

This significantly prolongs the lifespan of your critical equipment.

0:23 1x

A video thumbnail for 'DC Maintenance' by Master Power Technologies. The background shows a control room with multiple computer monitors displaying data and a world map. The text highlights that regular maintenance optimizes energy consumption and significantly prolongs the lifespan of critical equipment. The video player interface at the bottom shows a progress bar at 0:23, 1x speed, and standard playback controls.

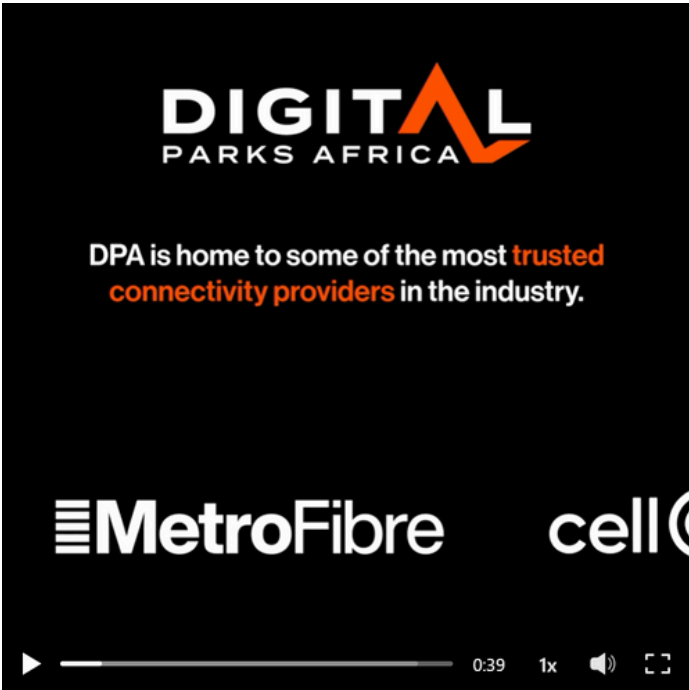


MASTER POWER TECHNOLOGIES

“
Honey
happiness in
the making!

0:05 1x

A video thumbnail for 'Honey happiness in the making!' by Master Power Technologies. The background is a close-up of several honey jars with bees on the labels, set against a background of white paper shreds. The text features a quote symbol and the phrase 'Honey happiness in the making!'. The video player interface at the bottom shows a progress bar at 0:05, 1x speed, and standard playback controls.



DIGITAL
PARKS AFRICA

DPA is home to some of the most **trusted** connectivity providers in the industry.

MetroFibre cellC

0:39 1x

A video thumbnail for 'Digital Parks Africa'. The background is black with white and orange text. The logo for Digital Parks Africa is at the top, followed by the text 'DPA is home to some of the most trusted connectivity providers in the industry.' Below that are the logos for MetroFibre and cellC. The video player interface at the bottom shows a progress bar at 0:39, 1x speed, and standard playback controls.



Colocate with DPA.

0:13 1x

A video thumbnail for 'Colocate with DPA.'. The background is an aerial view of a large, modern industrial or data center building with a white facade and a flat roof. An orange arrow points upwards from the bottom left. The text 'Colocate with DPA.' is overlaid in white on an orange banner at the bottom. The video player interface at the bottom shows a progress bar at 0:13, 1x speed, and standard playback controls.

Social Media Design

Social media is a complex ecosystem, and while I understand the importance of algorithms, timing, and engagement, my passion lies in the creative side of it.

This section showcases my work in crafting engaging and strategic imagery for various brands.

Creating visuals for social media is a unique challenge that requires both creative freedom and a deep understanding of brand identity. I love exploring different aesthetics and techniques to help businesses and individuals stand out.

This final section of my portfolio highlights how I've applied my skills to build a strong visual presence for different clients and my personal brand.

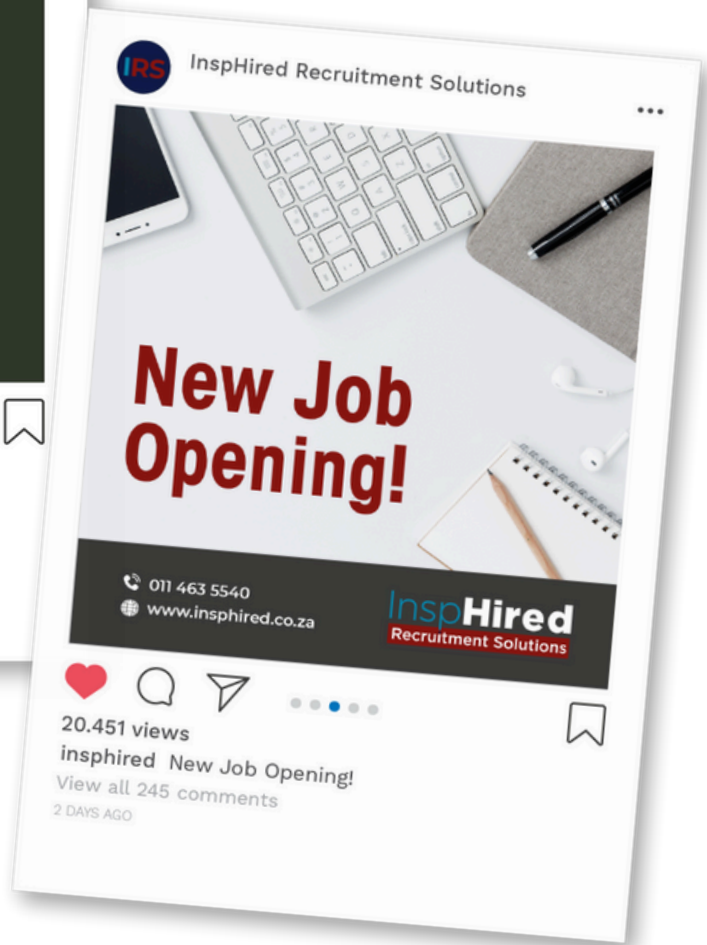
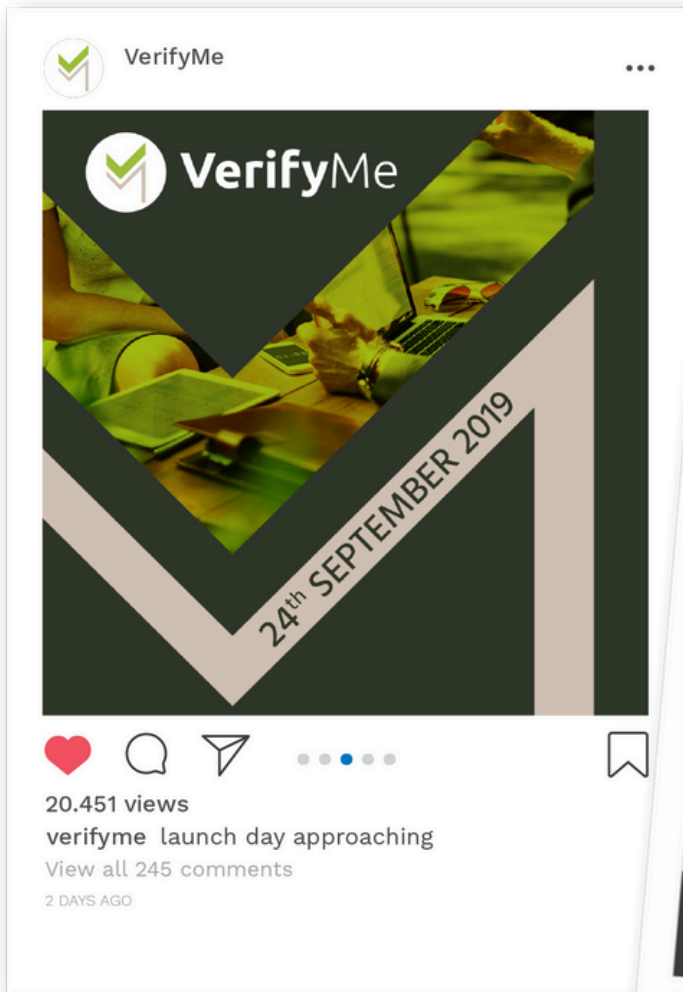
In my current role as Social Media Manager for the past year, I significantly enhanced our company's LinkedIn performance.

My content strategy yielded a strong 2.77% engagement rate, converting 123,001 impressions into valuable interactions. This improved visibility attracted 3,372 unique visitors to the page. Through targeted initiatives, I achieved an 18.13% increase in followers, bringing 1,102 new connections to our growing community of 7,179 total followers.

And for our sister company brand, my initiatives directly contributed most notably, an outstanding 85.05% growth in followers, bringing 933 new connections to our page and elevating our total community to 2,030 followers.



Sensuous Locs



InspHired Recruitment Solutions and VerifyMe



DJ Pro-fect



OUR MAIN GOAL

The flexible space we've created should be a safe environment for creatives to explore, present and showcase the best in the industry.

This space calls for inspiration, knowledge sharing, collaboration, growth, and so much more!

When we say flexible space, we mean you could create a space in which you feel the most YOU, the most productive and gets the job done.

That could mean exploration, meetings, events, designing, being active, expressing yourself, the list feels limitless!



Search



Master Power Technologies

Following

Message

Home About Posts Jobs People

Master Power Technologies
7,419 followers

See a collection of active or past ads by Master Power Technologies.

[View ad library](#)

Master Power Technologies
1d · 🌐

Continuing the spirit of Women's Day, we're incredibly proud to showcase the talent and dedication of the amazing women who make Master Power Technologies thrive!

Meet Vongai Gwatiringa, a skilled boilermaker in our factory. Her precision, technical expertise, and dedication are instrumental in building the robust quality products our customers rely on.

Here's to all the women sharpening our industry!

#WomenInManufacturing #BreakingBarriers #FemalePower #Inspiration



Electric Power Transmission, Control, and Distribution
2,526 followers

MOLEBOHENG follows this page

+ Follow

Master Power
Renewable Energy Equipment Manufacturing
523 followers

Johnny follows this page

+ Follow

New Way Power (Pty) Ltd
Appliances, Electrical, and Electronics Manufacturing
1,979 followers

Luciano junior & 6 other connections follow this page

+ Follow

MASTER POWER TECHNOLOGIES

Did you know?



CAPACITY VS PRODUCTION

Eskom supplies >90% of the country's electricity. South Africa produces approximately 47,000 MW of electricity against an installed generation capacity of 52,000 MW.

INTRODUCING NEW DEMANDS

Training and deploying AI models predominantly occurs in data centres.

- Traditional data centres use 10-25 MW of power.
- Hyperscale AI centres can exceed 100 MW - equivalent to the annual electricity consumption of 100,000 households.



ELECTRICITY DEMAND SHIFT

In 2024, data centres accounted for **1.5%** of worldwide electricity demand. By 2030, this is set to rise to about **3%** with demand more than doubling to around 945 Terawatt-hours (TWh).

BOOMING MARKET VALUE

Revenue in Africa's data centre market is projected to reach \$6.47 billion in 2025. It's expected to grow to \$9.15 billion by 2029, with a Compound Annual Growth Rate (CAGR) of 7.18%.



Sourced from various sites.

sales@kva.co.za | www.kva.co.za

Follower highlights

7,419
Total followers

1,119
New followers in the last 365 days

MASTER POWER TECHNOLOGIES

OUR TYPES OF DATA CENTRES



Luciano junior Arone and 33 others

2 comments · 5 reposts

David Borchardt and 22 others

3 reposts



Is your data centre future-ready?

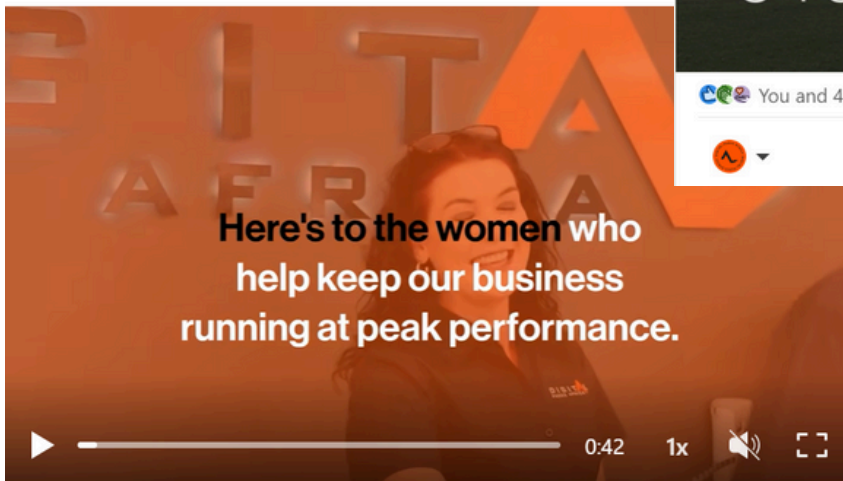
With rising demands from AI, high-performance workloads, and digital expansion, businesses need adaptability, efficiency, and strategic alignment.



Digital Parks Africa

2,229 followers
6d • 🌐

This Women's Day, we're celebrating the women who help keep our running at peak performance. ...more



Here's to the women who help keep our business running at peak performance.

0:42 1x

You and 20 others

5 comments · 4 reposts



Like

Comment

Repost

Celebrating 8 Years of Data Centre Excellence

From flipping the switch in 2017 to hosting some of South Africa's most ...more



Celebrating 8 Years!

You and 40 others

3 comments · 6 reposts



Like

Comment

Repost

Highlights

Data for 8/13/2024 - 8/12/2025

630,987
Impressions

2,980
Reactions

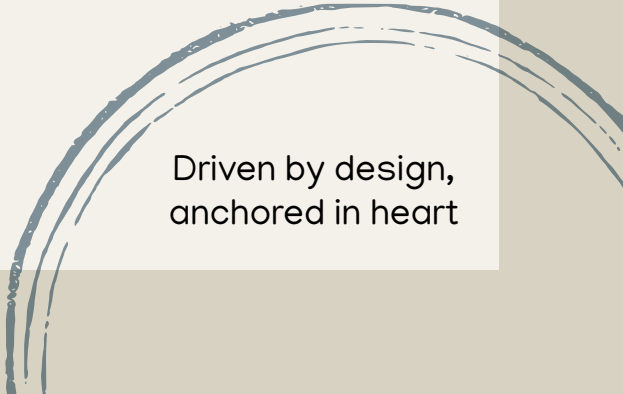
137
Comments

114
Reposts

DESIGN PORTFOLIO

KIRSTY FRYER

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Driven by design,
anchored in heart