

# Charné Grové



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- Senior Graphic Web Designer with 6+ years of experience delivering digital experiences and brand identities, with a strong UX foundation and a growing focus on strategic marketing and design decision-making.

## ■ Education

**User Experience Design Short Course**  
University of Cape Town (UCT) | 2025 (10 weeks)

**National Diploma in Multimedia Design**  
Tshwane University of Technology | 2016 – 2019  
Focus: Graphic Design, Digital Media, Web Design

## ■ Skills

### Design

Visual Design, UI/UX Design, Responsive Web Design, Branding & Identity, Digital Campaign Design, Typography, Design Systems, Style Guides, Print Design, Event Branding, AI-Assisted Design & Visual Generation, User flows

### Tools

Figma (Components, Auto Layout, Prototyping), Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Adobe Express, WordPress, Adobe Firefly, Google Gemini, Jira (PM)

### Collaboration

Agile Environments, Client Communication, Cross-Functional Collaboration, Creative Direction, Feedback Implementation

### Soft Skills

Detail-Oriented, Strategic Thinker, Problem Solver, Team Player, Time Management, Adaptable

## ■ Experience

### Senior Web & Graphic Designer

[XM ZA](#) (Forex & CFD Brokerage Firm) | May 2023 – Present | Full-time

Designed a wide range of visual assets for social media pages, marketing campaigns, presentations, and corporate communication.

Provided guidance and ongoing support to a junior designer, ensuring high design quality, brand consistency, and a smooth workflow.

Developed a localized South African brand book aligned with the global brand guidelines to ensure regional relevance and consistency.

Led branding initiatives for FMAS 2023–2025 (Finance Expo), covering expo stand and booth branding, event collateral, and promotional materials.

Collaborated with marketing, social media, and external teams to deliver cohesive campaign assets.

Conducted market research to inform decisions, using competitor insights and trend analysis.

Managed multiple design tasks simultaneously, ensuring timely and high-quality delivery.

Evaluated and applied emerging AI visual generation tools to enhance design thinking and production processes.

### Web & Graphic Designer

[Starbright](#) (Marketing Agency) | May 2019 – April 2023 (4 years) | Full-time

Led end-to-end design execution for 30+ clients across industries including medical, construction, legal, and education

Created brand identities and websites that aligned with business goals and client strategies

Developed scalable design systems and visual guidelines to ensure brand coherence across print and digital platforms

Acted as a creative collaborator between clients, copywriters, developers, and marketing strategists

### Junior Graphic Designer

[aka thinktank creative](#) (Marketing Agency) | February 2019 – May 2019 (4 months) | Contract

Supported visual development on fast-paced marketing campaigns, contributing to layout design, branding, and concept direction

Assisted in preparing final assets for digital and print use, adhering to brand specifications and deadlines

Participated in creative brainstorming and presentations, providing fresh design input for client projects in early development phases

### Graphic Design Intern

[Design Vibes](#) (Design Agency) | June 2018 – August 2018 (2 months) | Internship

Contributed to real client projects by assisting senior designers with branding, web assets, and marketing materials.

Gained hands-on experience with visual identity development.

Learned the fundamentals of client-facing communication, design feedback cycles, and professional design workflow tools