



Nue Leaf
Creative Studio

Graphic Design Portfolio

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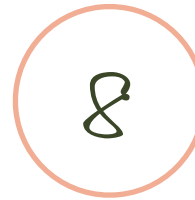
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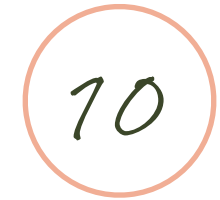
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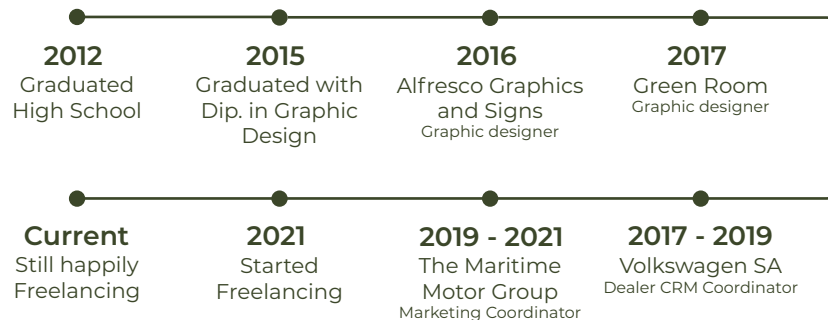
Thank You

About Me

Hello, Thessa van Zyl here

I am a qualified graphic designer with a Diploma in Graphic Design from Nelson Mandela University (2015), with experience across agency, corporate, and freelance environments. I began my career in design agencies, developing strong foundations in fast-paced, client-focused creative work. I later joined Volkswagen South Africa, where I helped grow a small creative setup into a fully functioning design department, gaining valuable experience in leadership and systems thinking. I then moved into a Mercedes-Benz dealer group, working within premium branding and high-level marketing standards. Today, I work as a freelancer across multiple industries and international clients, specialising in branding, campaigns, and marketing design. My core passion lies in layout design, brochures, catalogues, and editorial work that combines strong visual storytelling with clear, effective communication.

Qualifications & history



Zorro AKA Zorries



Finn AKA Finny, FinnyWinni, Finn Finn



Lexi AKA Sexy Lexi



Studio

Proud Knysna Local

I'm a proud Knysna local who enjoys the flexibility and focus of working from home. My desk companions—my two Australian Shepherds—make the day-to-day even better.

I'm highly adaptable and able to work seamlessly through load shedding and occasional internet disruptions, ensuring consistency and reliability in my output. I maintain a strong, disciplined work ethic and typically work from 08:00 to 17:00, fully immersed in my creative flow during those hours. Working is truly my happy place.



Ozzy the Australian Shepherd, keeping his mom's seat warm.

Logos

The Heart of the Brand

I have a strong passion for logo design, especially in today's AI-driven landscape where a logo remains the heart and soul of a brand. I focus on capturing the essence of each business in a meaningful and timeless way.

I'm committed to a collaborative process and continue refining each design until my client is completely satisfied with the final result.

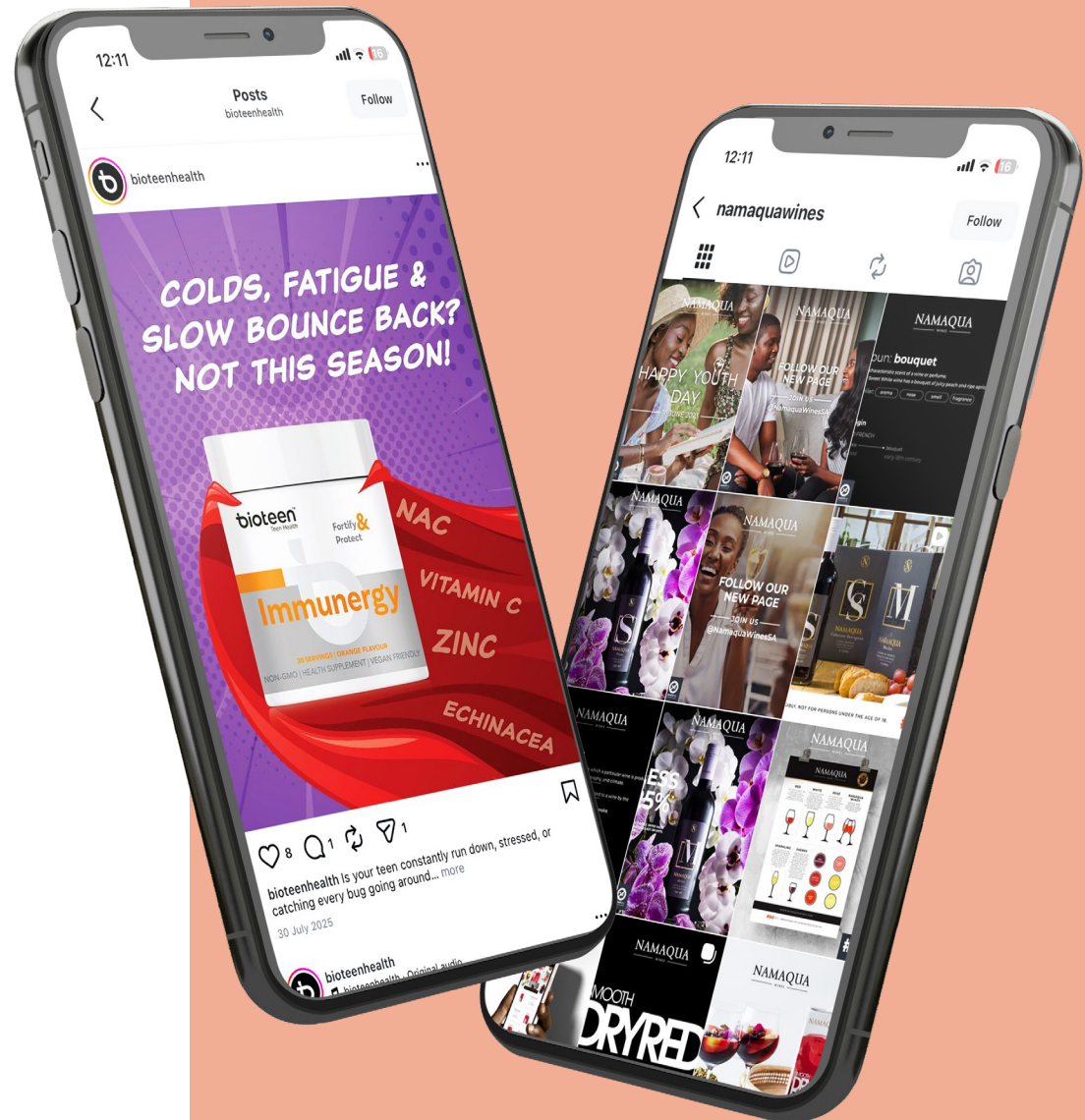


Social Media

Content Creation

In recent years, social media has become my bread and butter. Staying on trend and analysing data is essential to creating designs that not only engage audiences but also convert into sales. I've been blessed to work with incredible brands including VWSA, Audi, Amarok, Namaqua Wines, and Bioteen, among others. In addition to content creation and design, I also produce video content, manage community engagement, and run and optimise paid advertising campaigns, with hands-on experience managing monthly budgets of up to R50,000, focusing on strategic targeting, performance tracking, and measurable results.

I also develop monthly and yearly content planners tailored to each client's needs and objectives, ensuring a consistent, cohesive, and strategic brand presence across all platforms while aligning content with broader marketing goals to drive engagement, growth, and long-term brand value.



Relaxify™

Key Ingredients

Myo-inositol

L-Theanine

GABA

Magnesium Bisglycinate



Humana Cereals

Three flavours.
Upgraded recipe.
Available now.

+6 Months



6 to 12 months

Simple rules for introducing food.

A quick guide
6 - 12 months



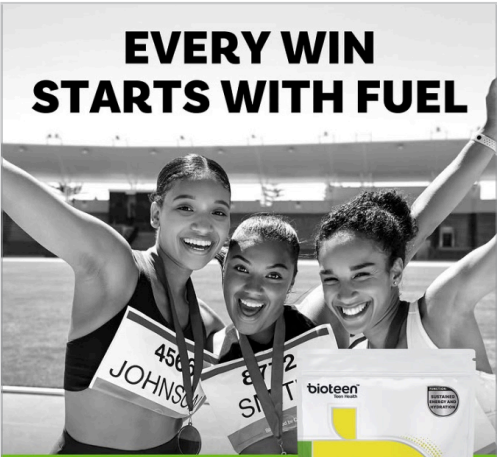
Natural Energy Booster

Boost Your Day Naturally

Easy Moringa Energy Smoothie



EVERY WIN STARTS WITH FUEL



FUEL THAT DRIVES YOU BEYOND YOUR LIMITS

SPORTONIC

SPORTS ENDURANCE DRINK

bioteen™ Teen Health

MaxiMeal

BALANCED NUTRITION SOLUTION

NON-GMO | GLUTEN-FREE | SOY-FREE
800 g | CHOCOLATE FLAVOUR

MaxiMeal™
All you need in a shake.



Every meal of Humana Cereals gives your baby:

- Vitamin A
supports immunity and vision
- Vitamin D
for strong bones
- Calcium
for healthy growth
- FOS Fiber
for gentler digestion



VIDADERM

EFFORTLESS OIL CONTROL

53%
Less Breakouts in 28 days.

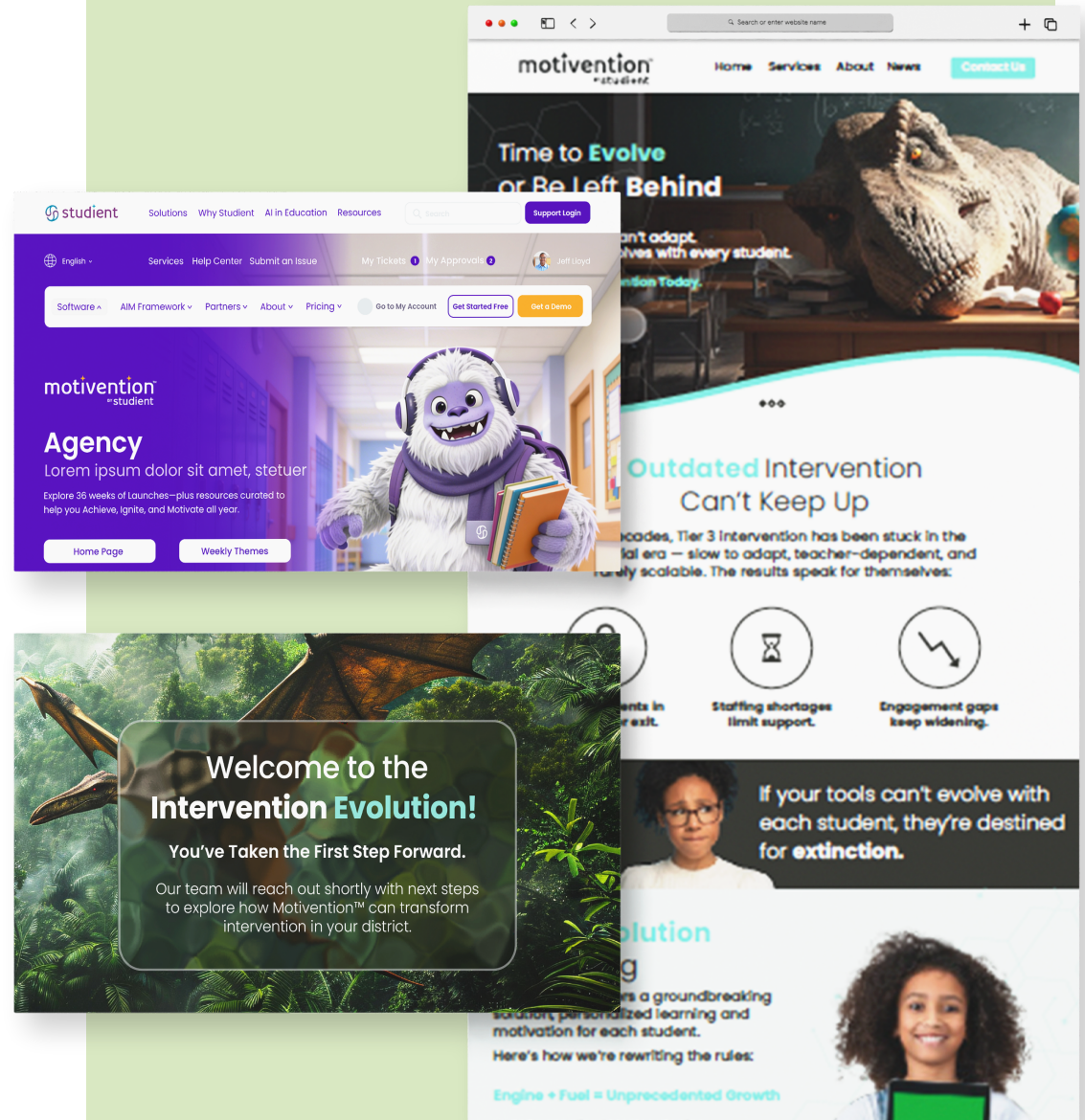


UI/UX & Website Design

Continuously evolving

I was trusted with website design early on, and since then I've spent close to a thousand hours designing website pages with a strong focus on user experience, while still ensuring they are visually engaging, grounded in solid design principles, and aligned with each client's information, vision, and goals. I've worked on projects for LightSail, Mudita, Namaqua Wines, and more recently an American company called Studient and their sister brand Motivation by Studient.

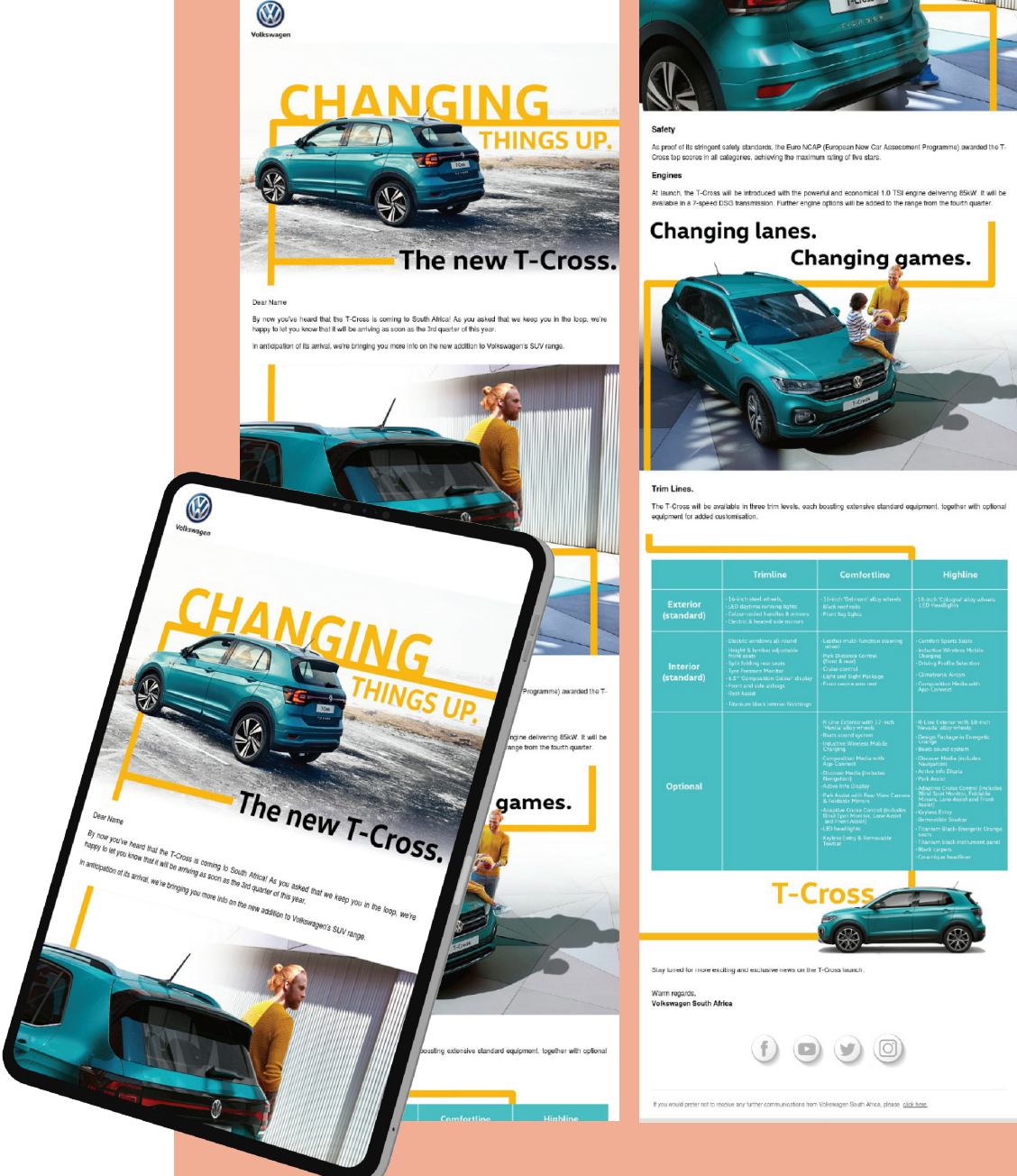
Working across different time zones and languages has presented its challenges, but I've consistently been able to adapt, and ensure smooth collaboration and successful project delivery.



Mailers

Clear visual hierarchy

I really enjoy mailer design because it's not only an opportunity to sell products, but also a way to tell a deeper brand story. It allows space to showcase strong visuals, create engaging "eye candy," and craft layouts that evoke emotion—ultimately making the reader feel something and leave with a positive impression of the brand.



Google Ads

Performance marketing

Digital advertising has become a key part of my work, with a strong focus on Google Ads strategy, optimisation, and performance-driven results. I combine data analysis with creative execution to build campaigns that reach the right audiences and convert into measurable outcomes.

I create content, produce video assets, and develop structured monthly and yearly plans to ensure consistent, goal-driven brand growth across all platforms.



Layout Design

My personal favourite

Layout design is where I feel most at home. I specialise in structuring complex information into clear, visually compelling compositions that balance aesthetics with usability.

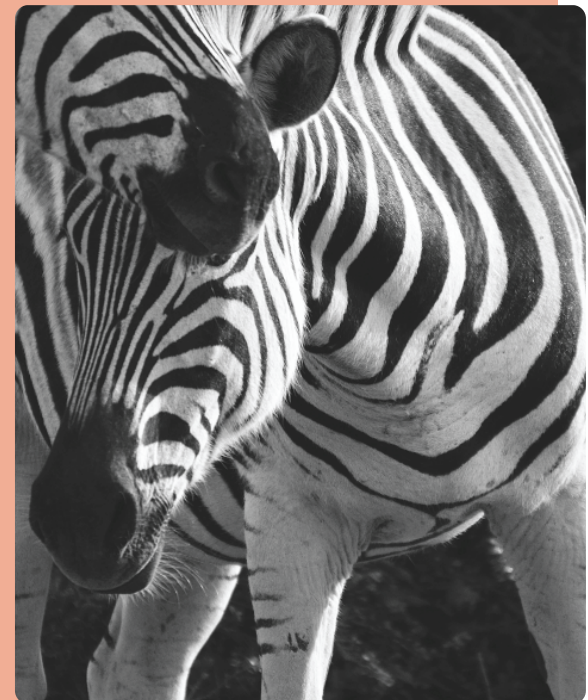
Through careful use of typography, hierarchy, spacing, colour, and imagery, I create layouts that guide the reader intuitively through content while maintaining strong visual impact. My goal is always to enhance understanding without sacrificing beauty — turning information into an experience that feels both effortless and intentional.

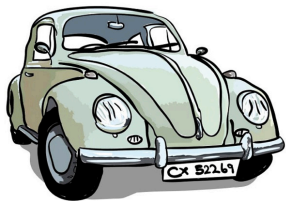


Photography

Real moments, real stories

Photography has always been a passion of mine, and with the rise of AI, authentic photography has become even more meaningful. A single image can still speak louder than a hundred words.



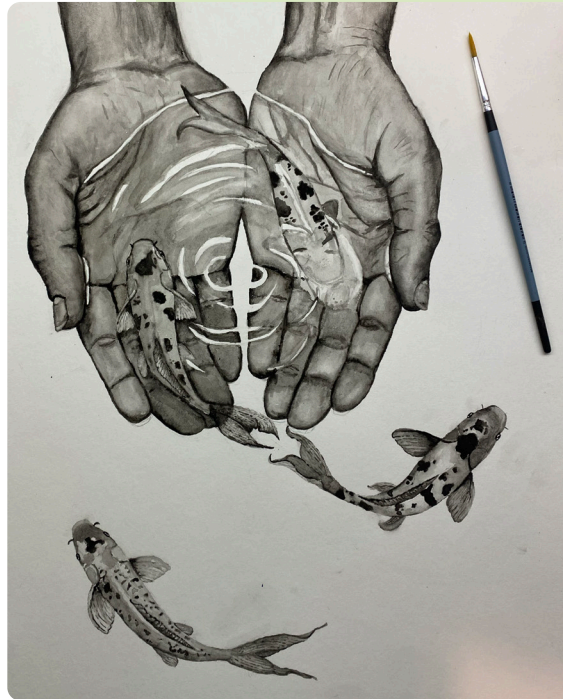


Illustrations

Fine Art

I can do this all day

When I paint, the world melts away and I feel completely at peace. I often imagine becoming a full-time artist, but until then I find real joy and purpose in my graphic design work.





Contact

Graphic Design solutions

Just a click away

Feel free to request a consultation — I'd love to get to know you and your business, and explore how I can help make things easier for you while improving results and supporting your growth.



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7 High Street, Knysna

Let's Chat

Tap To Scan





Nue Leaf
Creative Studio

Thank you for your time