



cindy lewis

portfolio

graphic design 2026



cindy lewis

Creative Director | Senior Graphic Designer

✉ cindy@creativeimages.co.za

🌐 www.creativeimages.co.za

Behance.net/cindylewis

in linkedin.com/in/cindy-lewis-b032602

I am Cindy, a passionate Senior Branding and Graphic Designer with extensive experience crafting compelling brand identities, marketing collateral, websites, and digital assets for local and international clients. I excel in end-to-end branding projects, leading with vision while fostering seamless collaboration and remote teamwork to deliver independent, high-impact results. Flexible and adaptable, I prioritize visual consistency and designs that drive real business goals, with a proven portfolio of active brand work that reflects my commitment to innovation and client success.

Experience

- **Senior Graphic Designer**
WYW International
- **Owner / Creative Director**
Creative Images
- **Senior Graphic Designer**
Brand New Communications
- **Graphic Designer**
Ace Casino Equipment
- **Graphic Designer**
DSP Printers
- **Graphic Designer**
Artistic Splash
- **Graphic Designer**
The Sign Centre

Soft Skills

Self Management, Project Management, Creative Direction, Flexible, Adaptable, Detail orientated

Interests

Music, Gaming, Wildlife, Spirituality

Technical Skills



- **Graphic Design & Branding:**
Branding Identity, Logo Design, Digital Illustration, Iconography, Typography, Packaging, Apparel & Promotional Items
- Digital Content & Advertising, Sales Funnels
- Print & Production Design
- Photo Editing & Retouching
- Web App UI/UX
- Motion Graphics & Video Creation
- AI Conceptualisation

Qualifications

- Diploma Graphic Design
- English C1 Advanced
- Adobe Flash: Basic & Advanced
- Dreamweaver: Basic & Advanced

Portfolio Content

1 Branding

2 Logo Design

3 Digital Content

4 Print Design

5 Packaging Design

5 UI / UX

6 Motion & Video



BIZ OPPORTUNITIES
IN A BOX

Brand Identity

design and representation of the
Biz Opportunities In A Box brand



Client: Biz Opportunitites In A Box

Overview & Goal

“Biz Opportunities In A Box” is a group of experienced entrepreneurs who want to pass on their knowledge and empower others. Their mission is to make basic business education accessible to everyone, especially those who want to explore new ways to grow income through skill-building and entrepreneurship. Create a warm, approachable brand identity that communicates opportunity, growth, and empowerment. The brand needed to feel trustworthy, educational, and practical—so that people feel confident to start their business journey even if they have little experience.

Next Steps after the Course

After completing the course, participants are invited to a free initial consultation with one of the mentors. In this session, the mentor reviews the participant’s plan and guides them in the right direction, helping turn insights into real action.

Brand personality

I positioned the brand as:

- Supportive and encouraging
- Practical and no-nonsense
- Empowering and hopeful

Logo | Icon Concept

This tone informed the direction of the logo, colour palette, typography, and imagery across the entire identity system.

With that foundation in place, the next step was bringing the logo to life. The process began by exploring the “In A Box” concept, focusing on the style and structure of the box to be used as the core emblem/icon.



Software



Requirements

Logo Design, Brand Identity, Web UI/UX, Digital Content and Marketing, Video Creation (Full Course), Social Media, Sales Funnel

Palette & Type



LOGO TYPE – DIN CONDENSED

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll

WEB TYPE - BEBAS NEUE

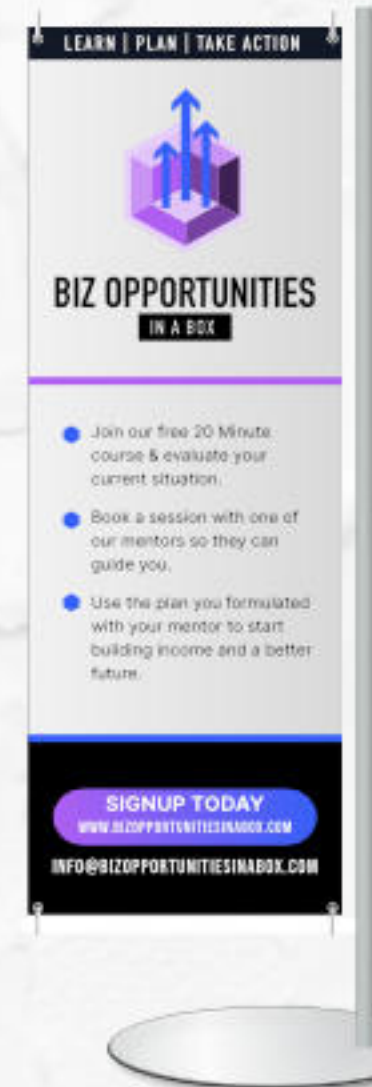
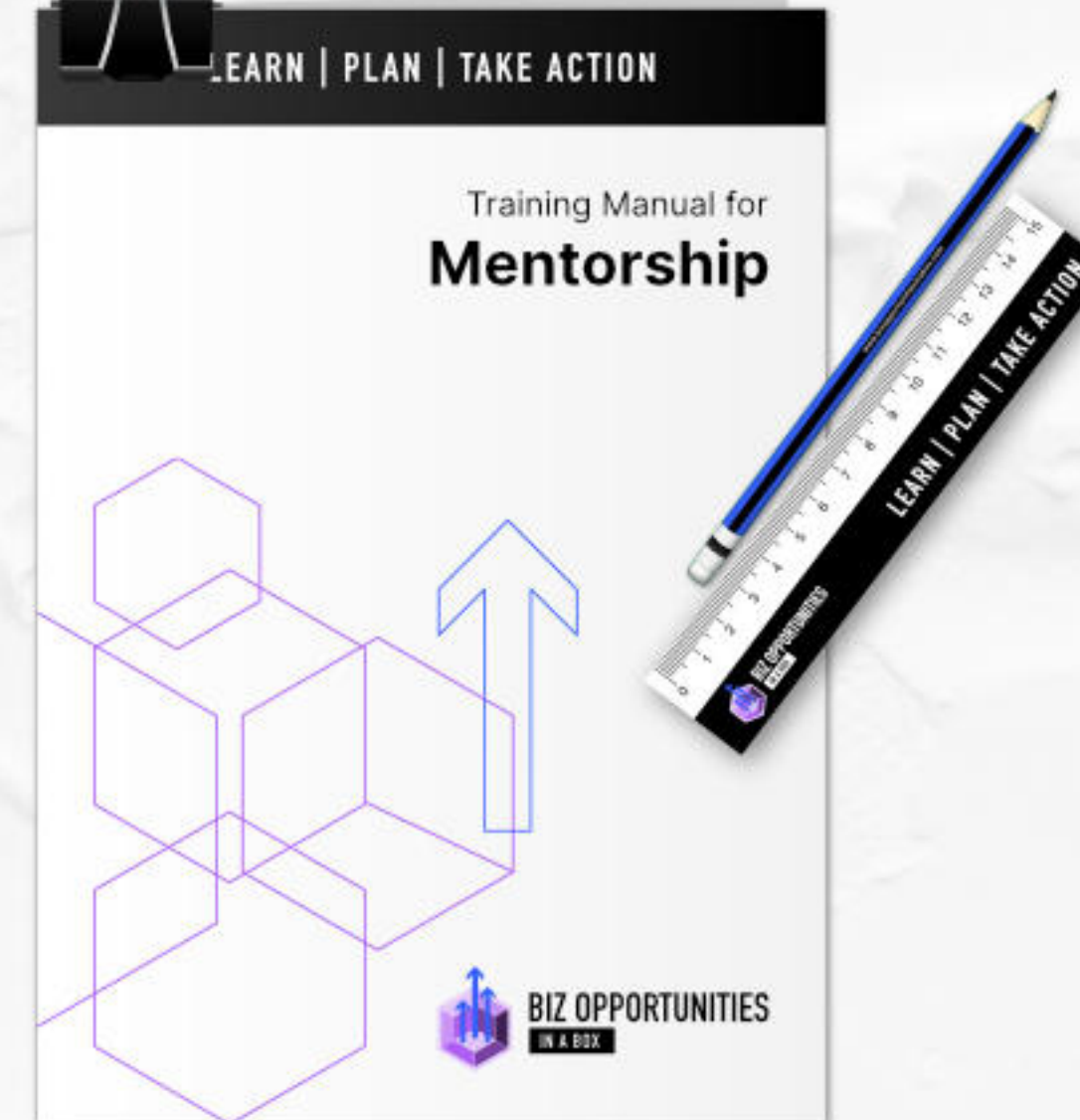
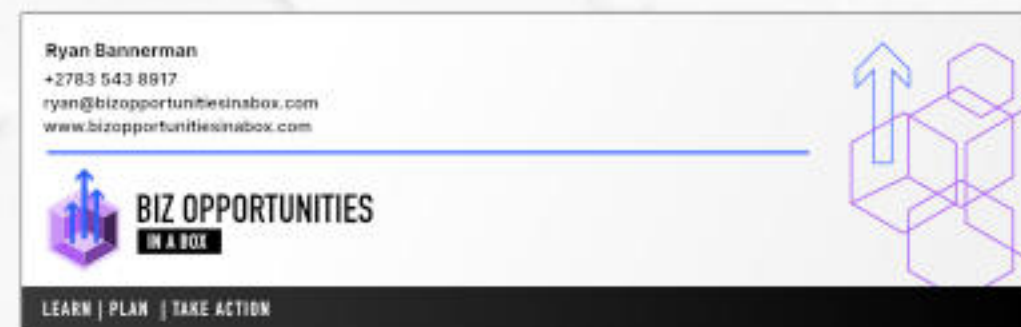
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PERMANENT MARKER

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Branding



Software

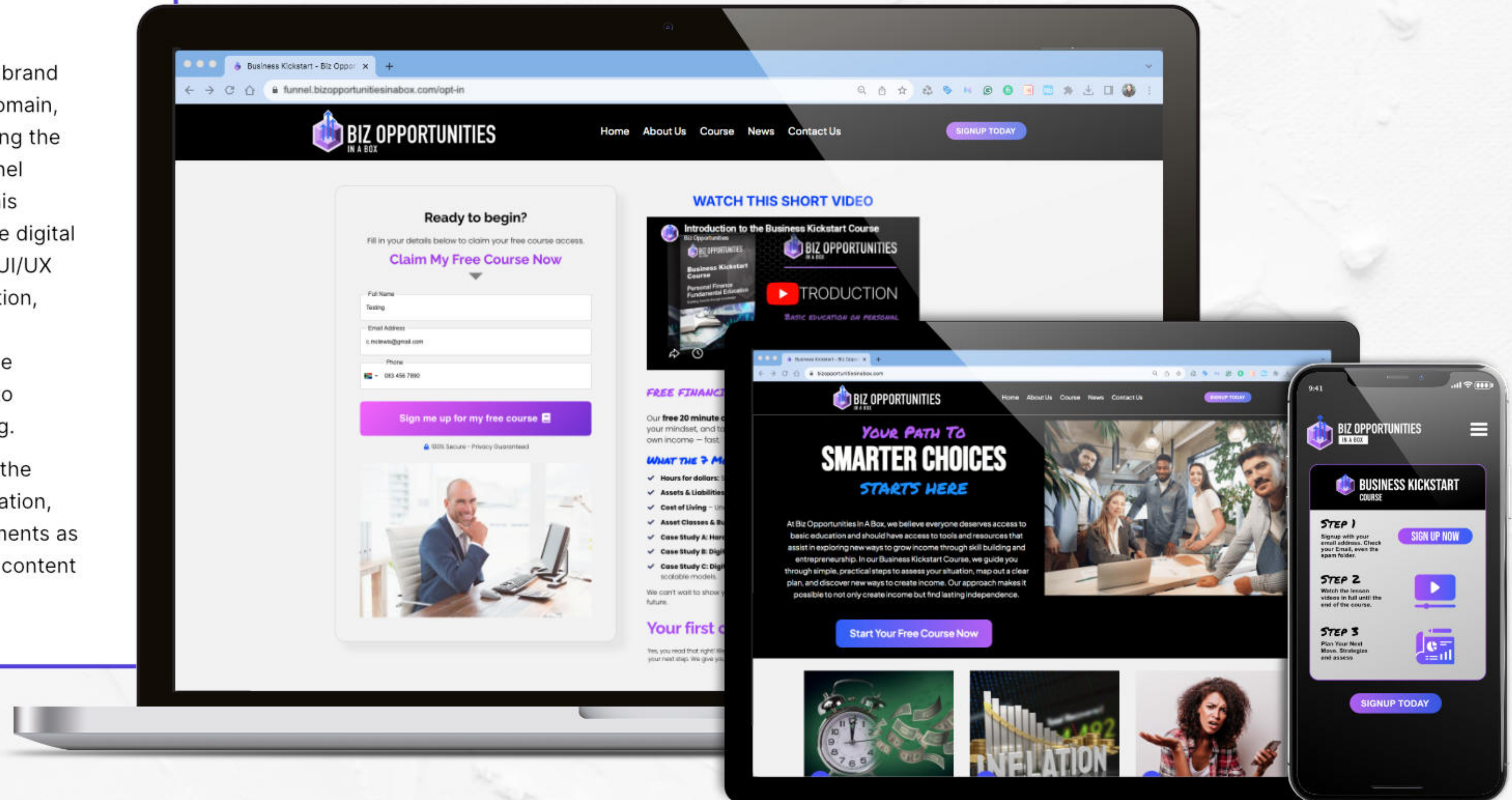




Web & Funnel

The task after finalising the brand identity was securing the domain, acquiring hosting and building the main website and sales funnel website on ClickFunnels. This involved creating a complete digital identity—including custom UI/UX design with intuitive navigation, branded page layouts, and seamless user flows to guide visitors from course opt-in to mentor consultation booking.

Creation of the template of the funnel, served as the foundation, allowing for iterative refinements as the project progressed and content became available.

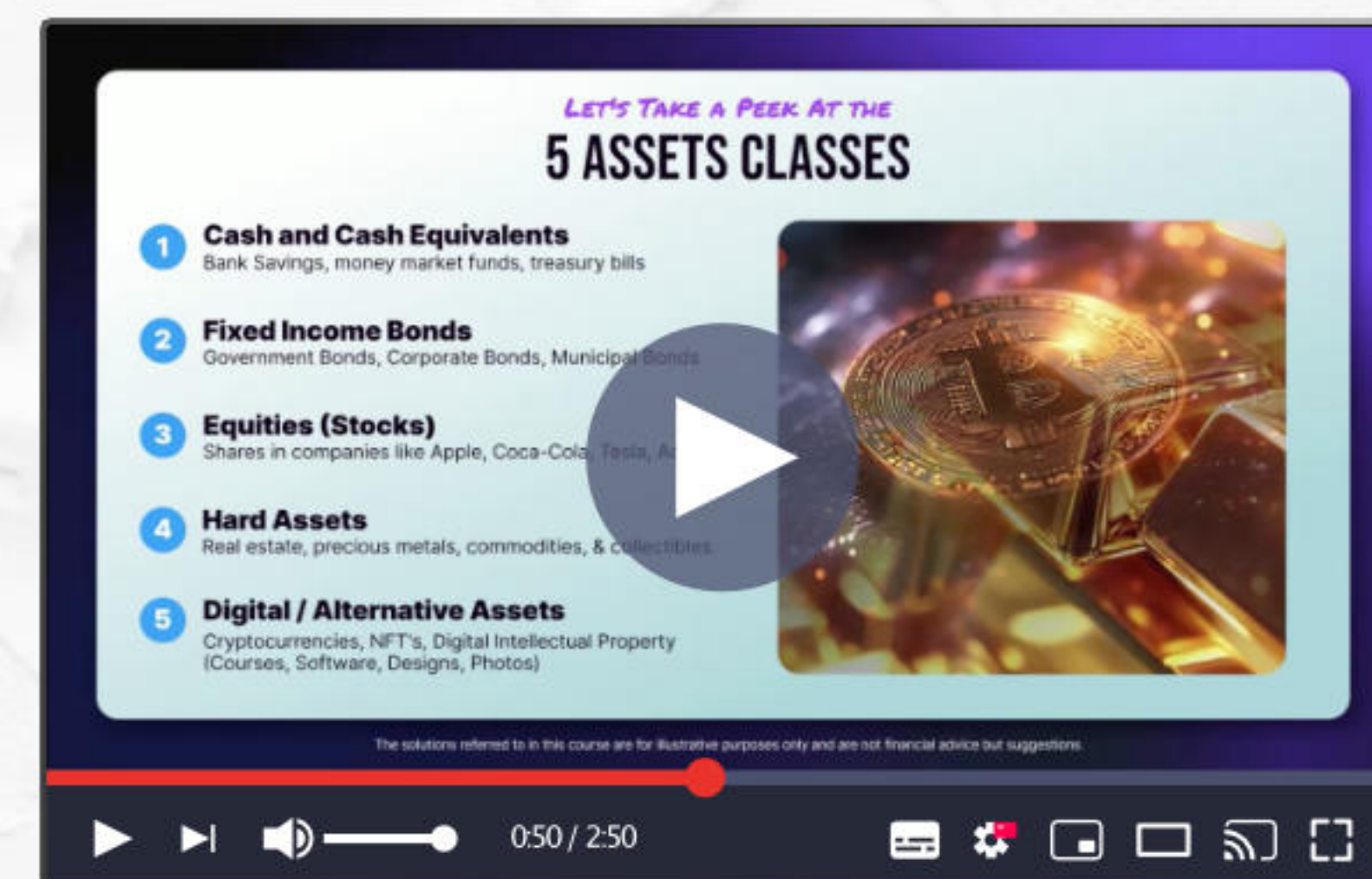


Software





Video Course

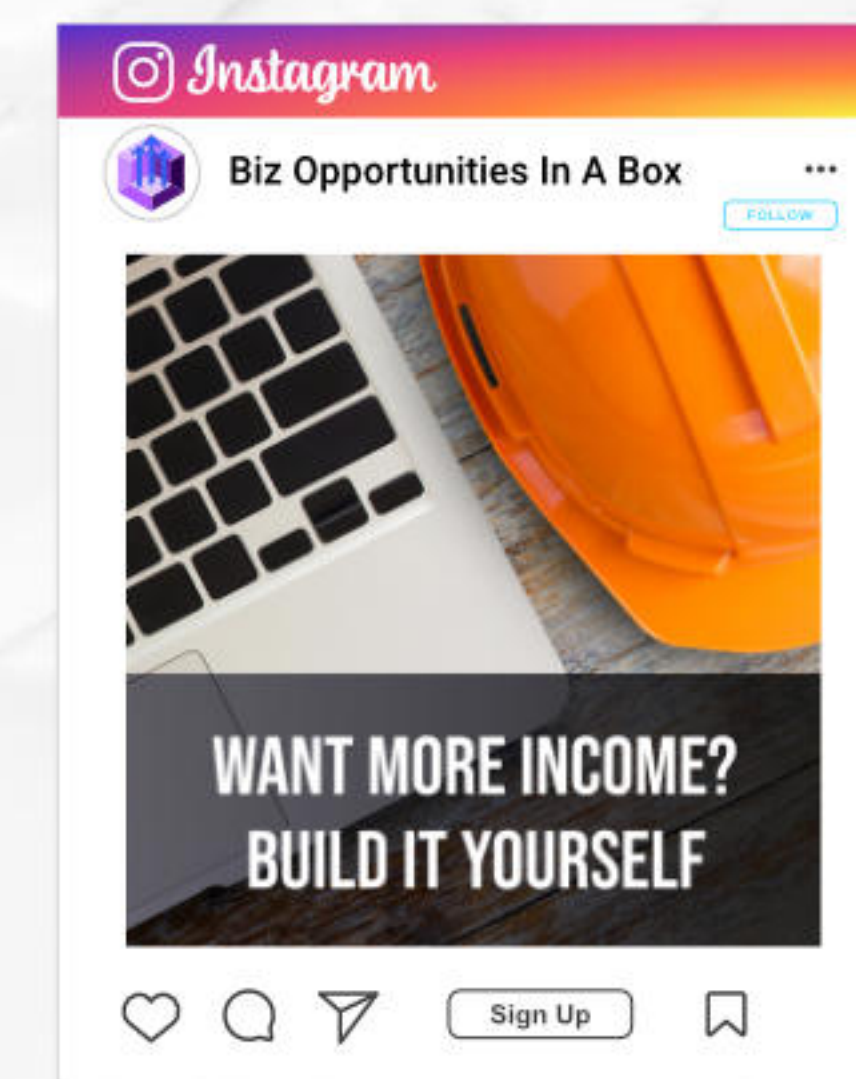
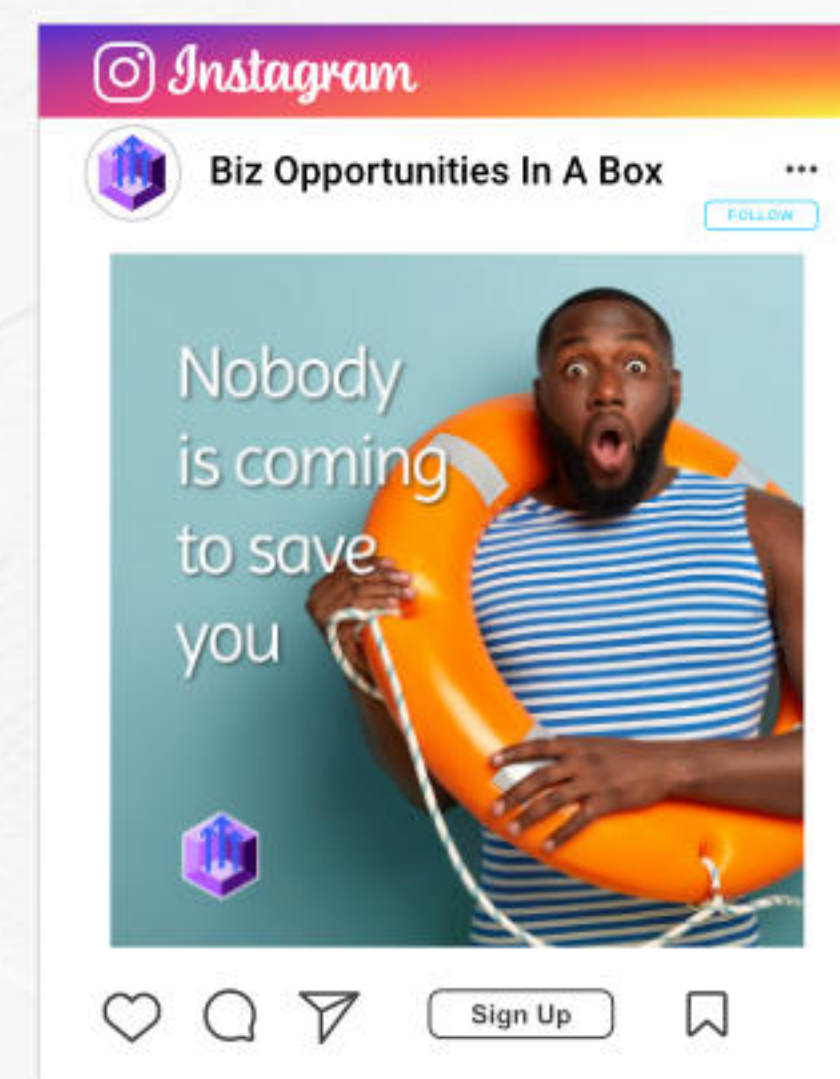
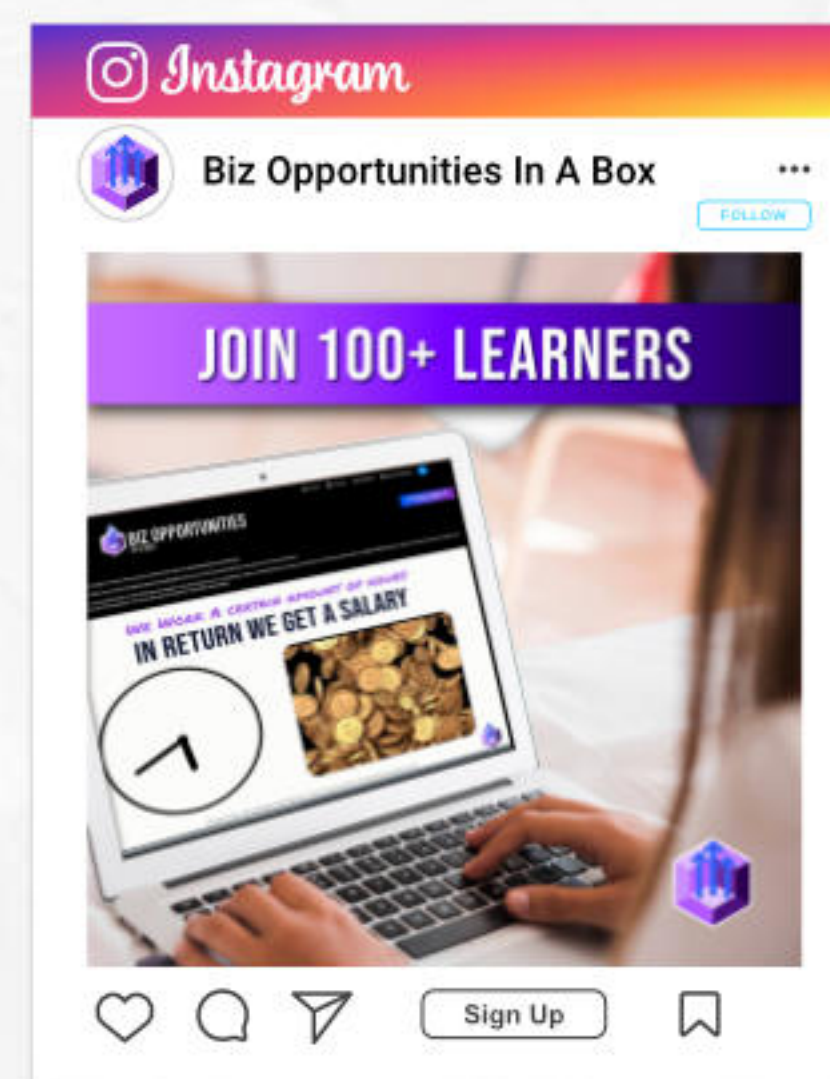
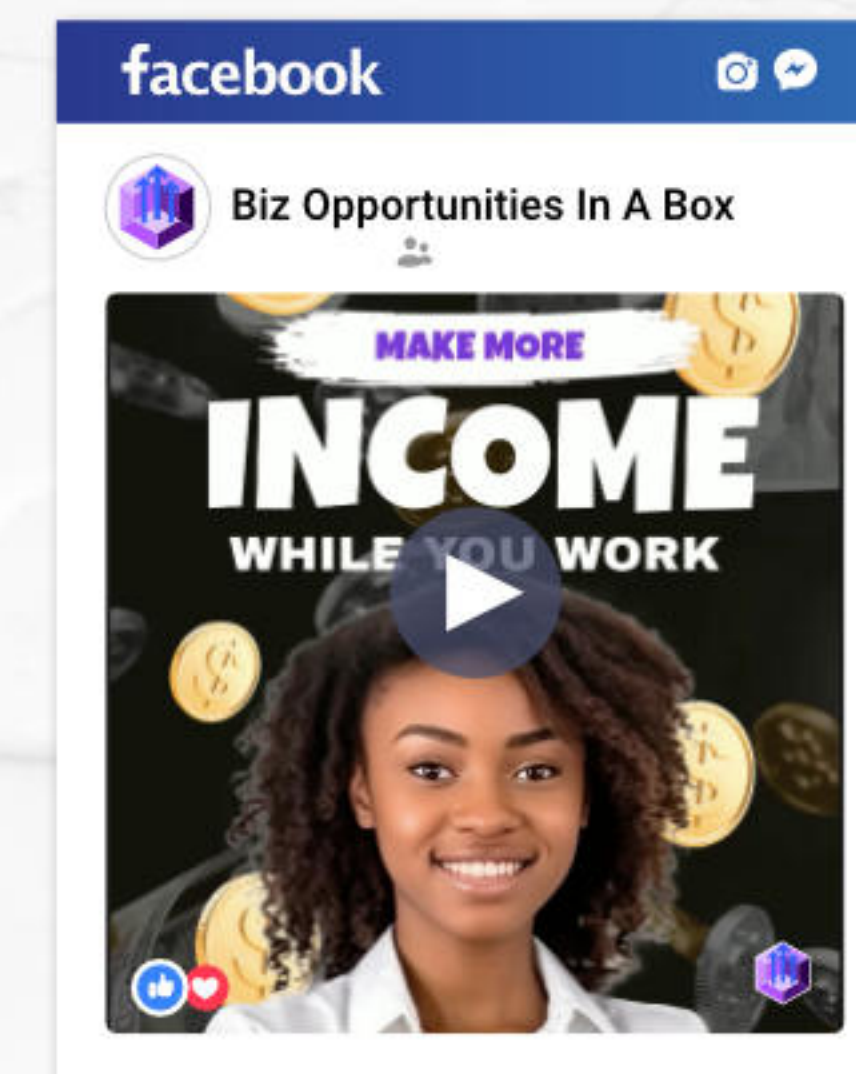
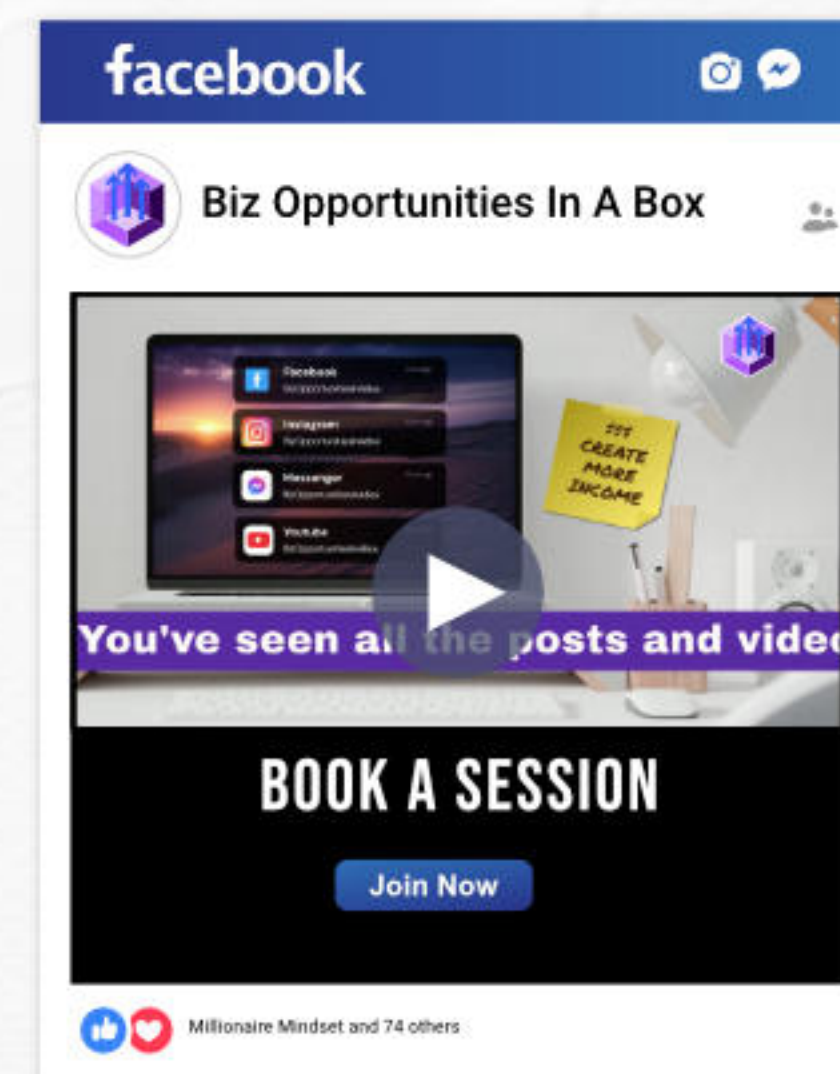


Software





Social Media



Software





You've just taken a powerful step toward transforming your life, and we are so excited to guide you through it. Your free mini-course **Business Kickstart** is ready and waiting for you.

In just 20 minutes, you'll learn to calculate the hours you've worked, how to list your assets and liabilities and use them to calculate your net asset value and finally your true hourly rate. We list the primary assets and business models and then give you 3 Case Studies, showing you how you can use leverage and compounding to build income streams to supplement your existing traditional income stream.

[Start Your Free Course Now](#)

Quick Tip:

Grab a notebook, open your notes app, or just keep a pen nearby. You're going to have a few "aha!" moments — and we don't want you to miss them.

We'll be back in your inbox tomorrow with a powerful takeaway and some bonus insights to keep you moving forward.

For now, go hit play and give yourself this gift of focus and clarity.

You've got this. Let's go!

Cheering you on,
The Biz Opportunities In A Box
Creator of Business Kickstart



Website Course

Celebrate, Lesson 1 done !

Now You Know How Many Hours You've Worked So Far

[Workbook 1](#)



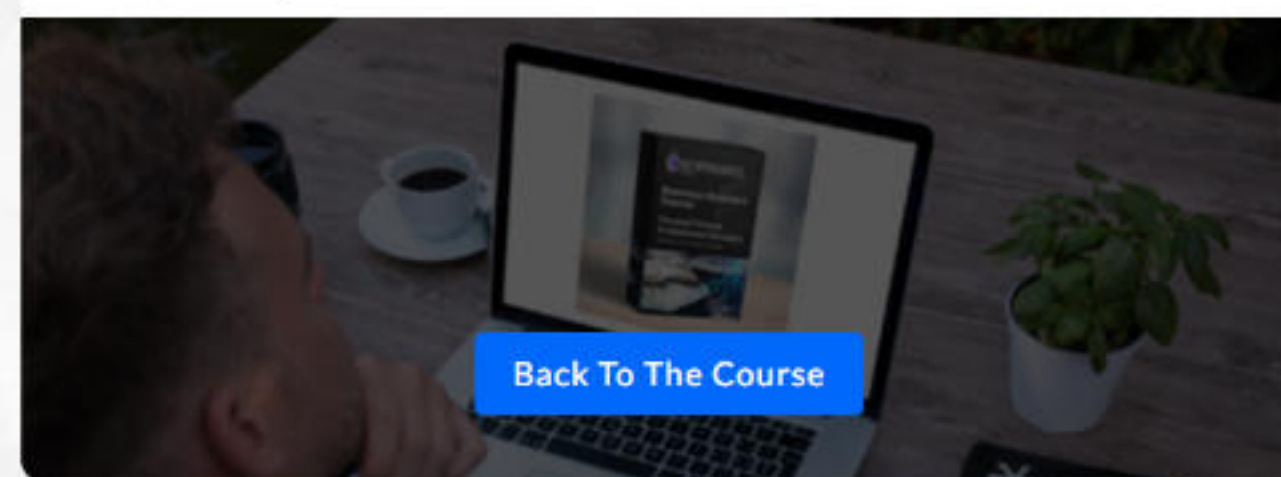
Calculations

Remember to save your total hours worked, as you will need the figure in the next module to calculate your hourly rate.

Do you have any questions so far?

Use the button below to read topics on the course or to ask questions in the community.

[Community](#)



[Back To The Course](#)



Hi {{contact.first_name}},

We noticed many of our students (yes, that might include you 😊) started the **Business Kickstart Course** but haven't quite finished yet. Each lesson is short, practical, and designed to help you take real steps toward financial freedom — and we don't want you to miss out on all that valuable knowledge!

💡 **Here's how you can help us keep it free for everyone:**

Follow, like, and share our posts on social media — every bit of support helps us grow and continue offering free, high-quality courses.



Your engagement means the world to us — it keeps the motivation alive for both you and others starting their own financial journey.

Now's a great time to log back in, complete your next lesson, and take one more step toward building your future.

Finish strong — you've got this! 💪

Cindy

Biz Opportunities in a Box

www.bizopportunitiesinabox.com



BIZ OPPORTUNITIES
IN A BOX

Need help, not sure what to do?

[Book A Session](#)

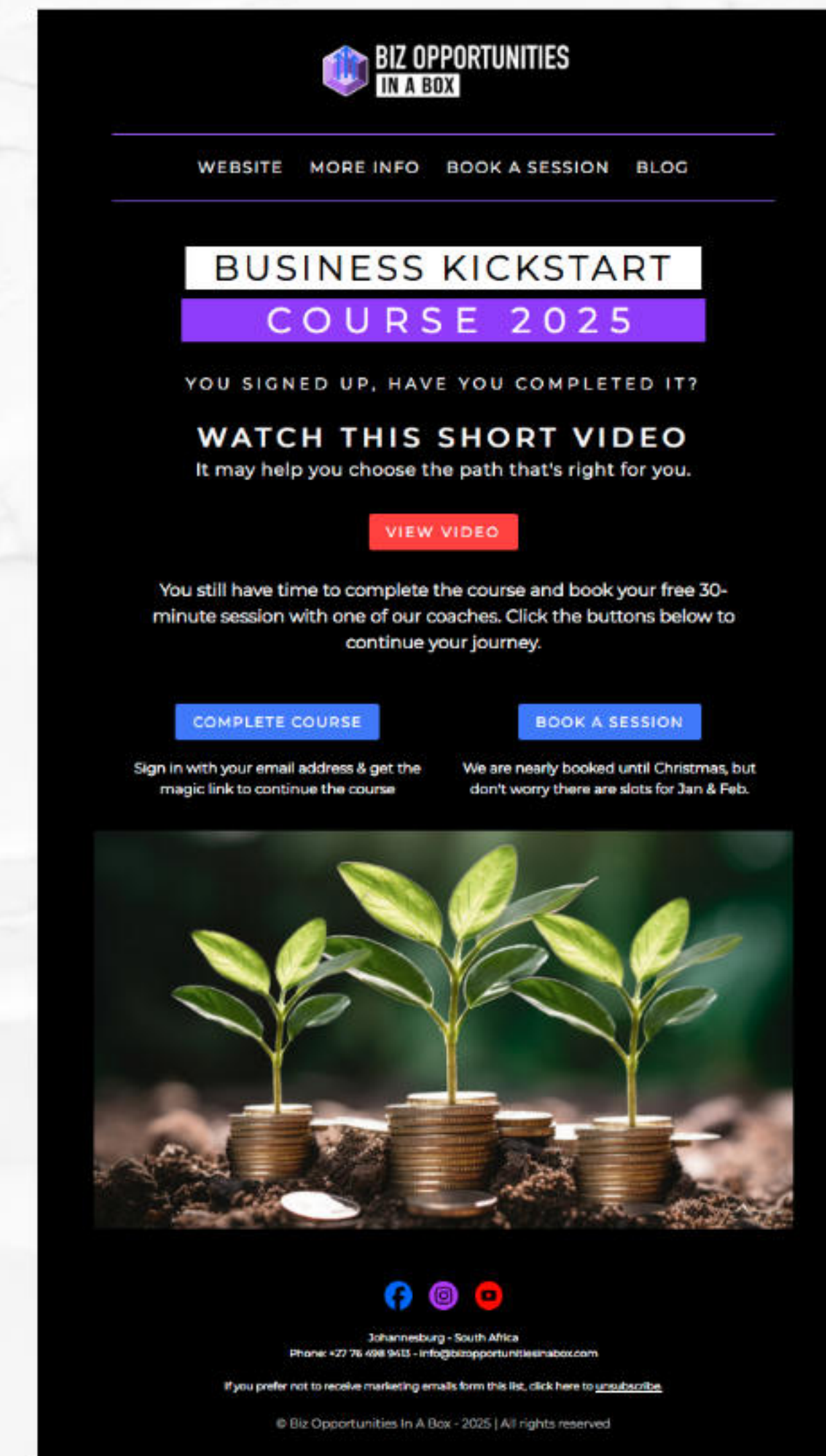
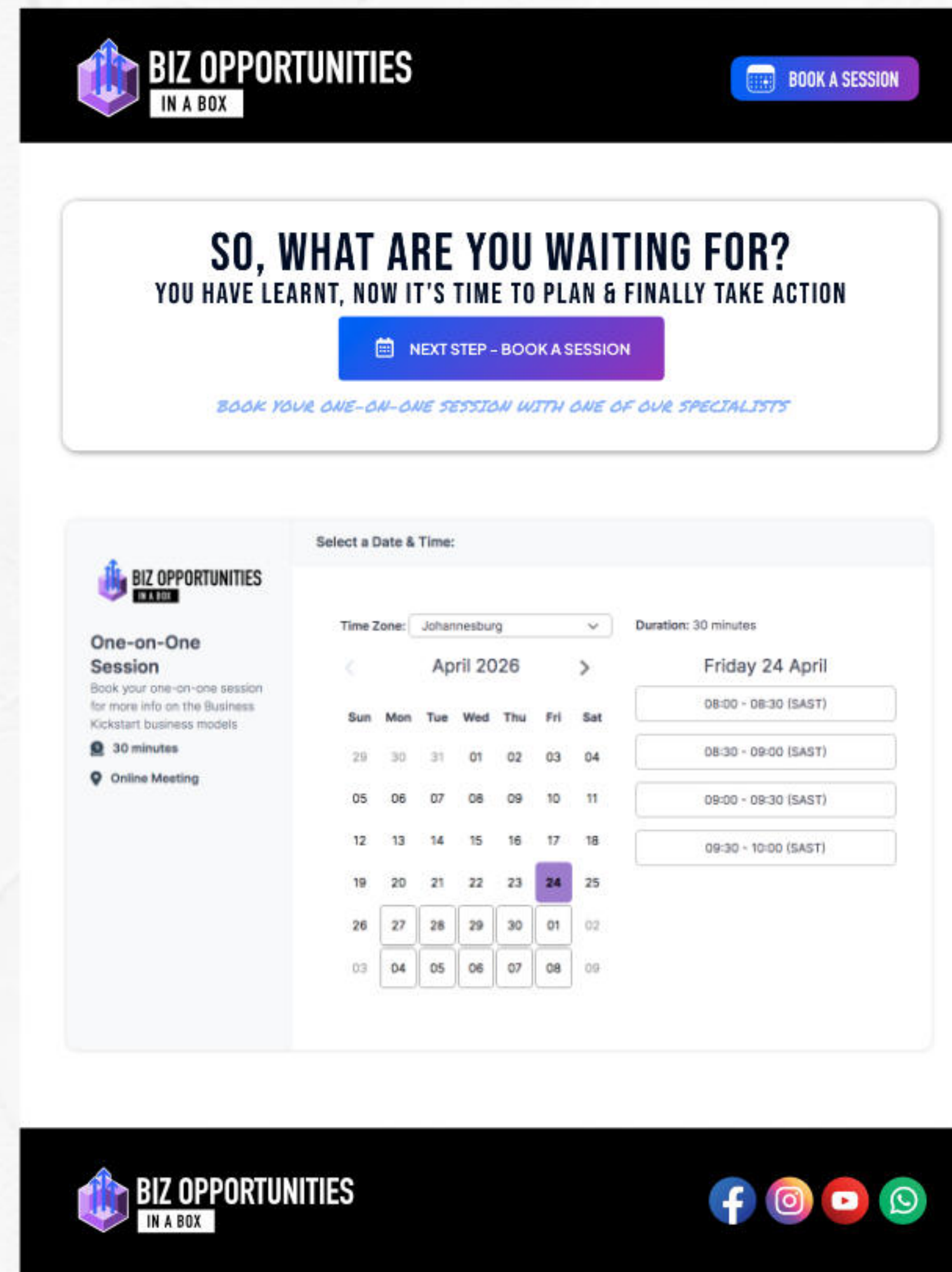
• [Website](#)
• [Course](#)

Software



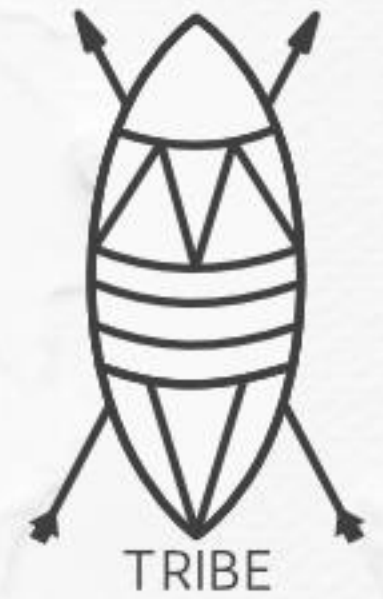


Email Marketing



Software





Software





Social Media Campaign

For The Serial Entrepreneur social media campaign, I developed a dynamic content strategy focused on promoting both online and in-person events while building an engaged entrepreneurial community. The campaign highlighted weekly coffee meet ups for networking, as well as Saturday live events hosted around the country, using consistent, on-brand visuals and clear calls to action. I also incorporated competitions and lucky draws to boost engagement and reach, alongside educational content that introduced the concept of being a serial entrepreneur—emphasising multiple income streams and scalable business thinking. The overall approach balanced promotional and value-driven content to grow awareness, encourage participation, and strengthen the brand's presence.

Software



Digital Content





THE DIARY OF A SERIAL ENTREPRENEUR

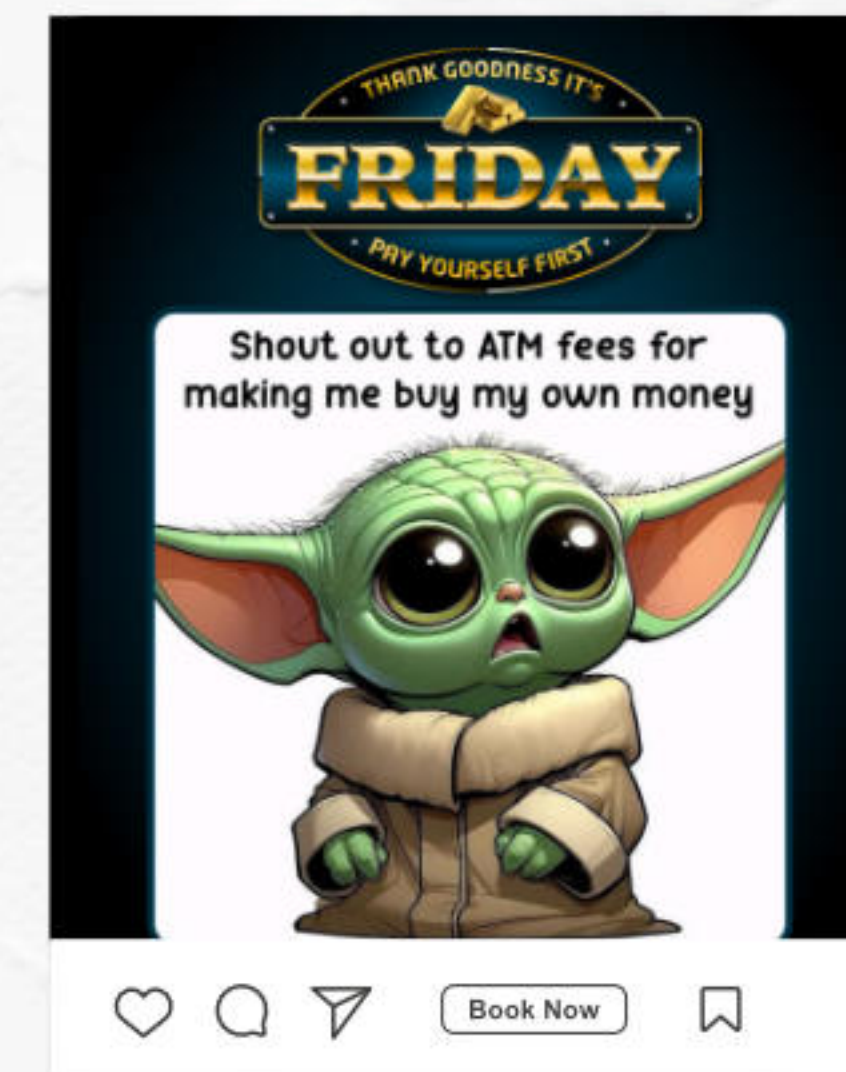
Social Media Campaign

For The Diary of a Serial Entrepreneur—a flagship event presented by The Serial Entrepreneur—I created a cohesive campaign to promote both live and online experiences focused on entrepreneurship and wealth-building. The content strategy highlighted key themes such as developing multiple income streams through precious metals, property, and cryptocurrency, while introducing audiences to the concept of moving into the investor quadrant. Visually, the campaign combined bold, aspirational design with clear messaging to position the event as both educational and transformational. The rollout included promotional posts, event announcements, and value-driven content to drive registrations, build anticipation, and establish the brand as a leader in entrepreneurial education.

Software



Digital Content

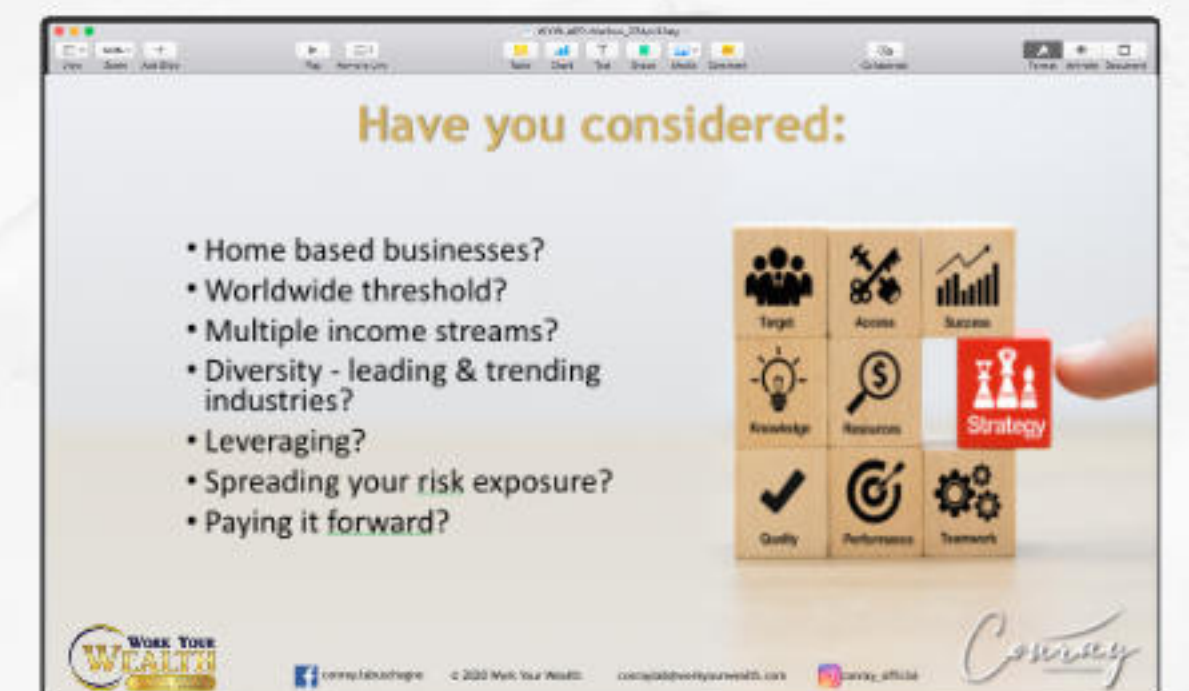
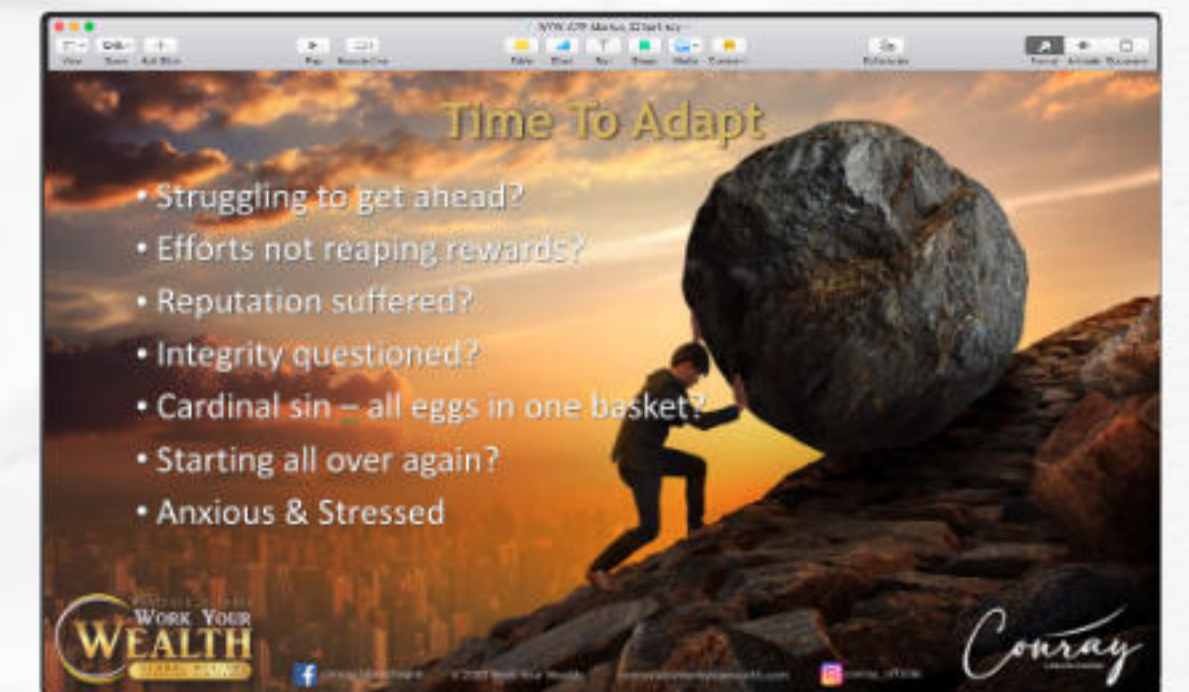
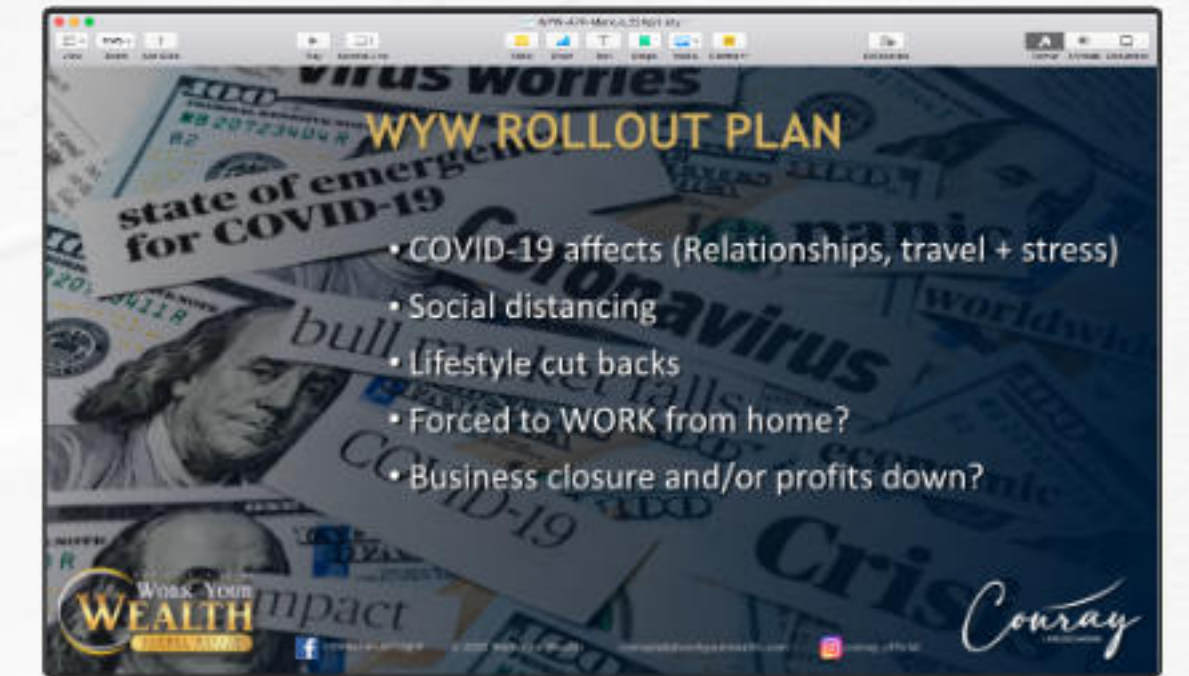




Presentation Slides

For Work Your Wealth, I designed a cohesive series of presentation slides for a Zoom-based online event announcing the launch of the WYW App. The presentation was tailored for wealth coaches and their clients, with a focus on clearly communicating the app's features, benefits, and role in supporting smarter financial habits. I developed a clean, engaging visual style aligned with the brand, ensuring the content was easy to follow while maintaining a professional, aspirational tone. The slides balanced informative messaging with strong visual storytelling to support the presenters, enhance audience understanding, and build excitement around the app launch.

Software





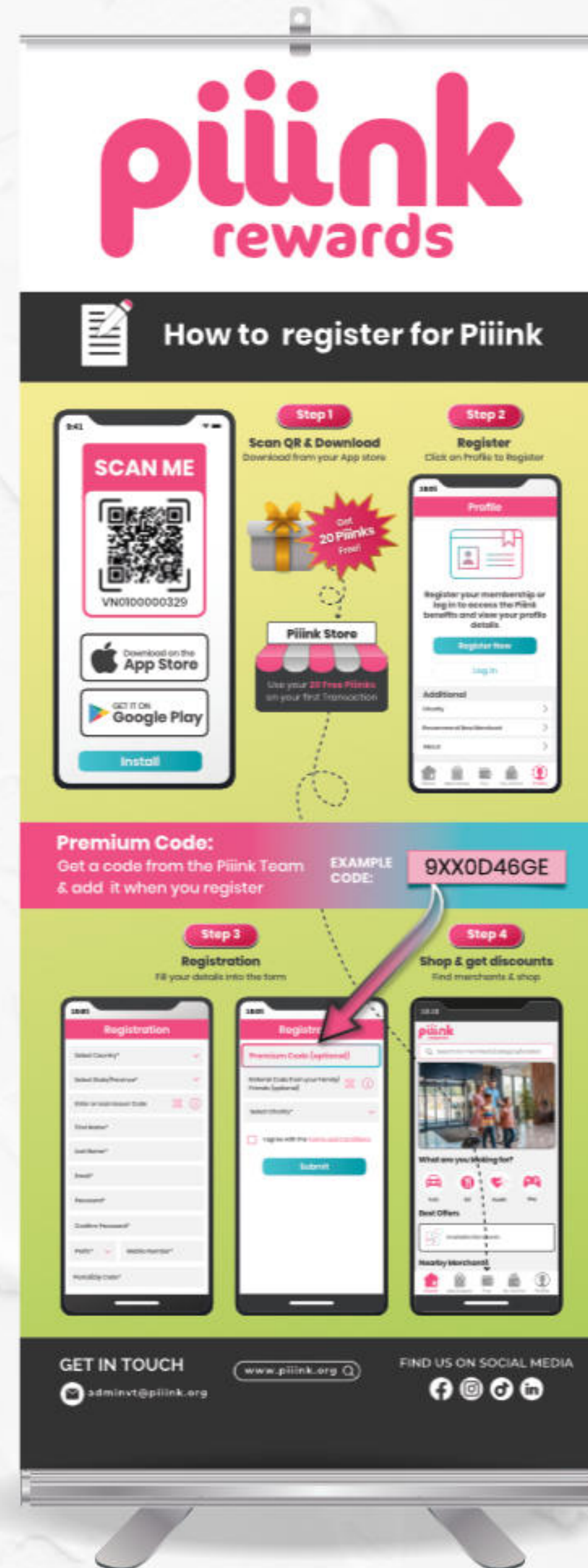
Flyers, Posters & Banners

For Piiink, I developed a suite of print collateral for a trade show, including a z-fold flyer, a series of A5 flyers, and supporting banners. The designs were created to capture attention in a busy exhibition environment while clearly communicating the brand's offering. I focused on bold visuals, clean layouts, and concise messaging to ensure quick readability and strong visual impact. The cohesive design across all materials reinforced brand recognition, supported on-stand engagement, and provided visitors with take-home pieces that extended the brand experience beyond the event.

Software



Print Design





Product Brochure

For Alice Umbrellas, I designed a comprehensive 36-page product brochure, developed for both digital distribution via email and high-quality print for trade shows. The brochure showcased the full product range with a clean, structured layout that balanced detailed information with strong visual appeal. I focused on creating a polished, easy-to-navigate design that highlighted key features, specifications, and brand identity, ensuring consistency across both formats. The final piece served as an effective sales and marketing tool, supporting client engagement, product awareness, and on-site conversions at events.



Software





Business Cards, Flyer & Hardhats

For BuzzCat, an electrical services company specialising in commercial, residential, and industrial projects, I designed a professional flyer and business cards to support their brand presence. The designs focused on clear, impactful messaging and a strong visual identity that reflects reliability and technical expertise. I used clean layouts, bold typography, and structured information to ensure easy readability and credibility. The final materials provided BuzzCat with polished, on-brand assets that effectively communicate their services and leave a lasting impression with potential clients.



Software





Flyer, Menu & Box

For Diego's Pasteria, I designed a cohesive set of branded materials including a menu, promotional flyer, and custom food packaging box. The designs were crafted to reflect the brand's personality while enhancing the overall customer experience, from first impression to takeaway. I focused on appetising visuals, clear layout structure, and consistent branding to ensure each touchpoint felt connected and professional. The final outcome elevated the brand presence, supported in-store promotions, and created a memorable, visually engaging experience for customers.



Software





Packaging Design

For Mixit, I designed a set of three sachet packaging concepts for their “just add water” range, including Porridge, Milk, and Juice. Each design included both front and back layouts, carefully structured to balance strong shelf appeal with clear product information. I focused on creating a vibrant yet cohesive visual identity across the range, ensuring each variant was easily distinguishable while still maintaining brand consistency. The final designs combined bold graphics, clean typography, and practical layout considerations to support both marketing impact and usability.

Software







Packaging Design

John, based on Australia's Sunshine Coast, has embarked on a family-driven craft brewing venture. With the involvement of multiple generations, the project is rooted in both passion and heritage. His inaugural release, The Barber's Brew, pays tribute to three generations of barbers, honouring a proud family legacy. The range will consist of seven distinct beers, each creatively named after classic, humorous Australian sayings to reflect the brand's personality and cultural roots. The goal is to develop a range of distinctive, memorable beers that resonate with consumers and stand the test of time. The brand aims to create a lasting legacy—one that can be proudly continued and evolved by future generations, ensuring that "the boys" can keep the tradition of brewing alive for years to come.

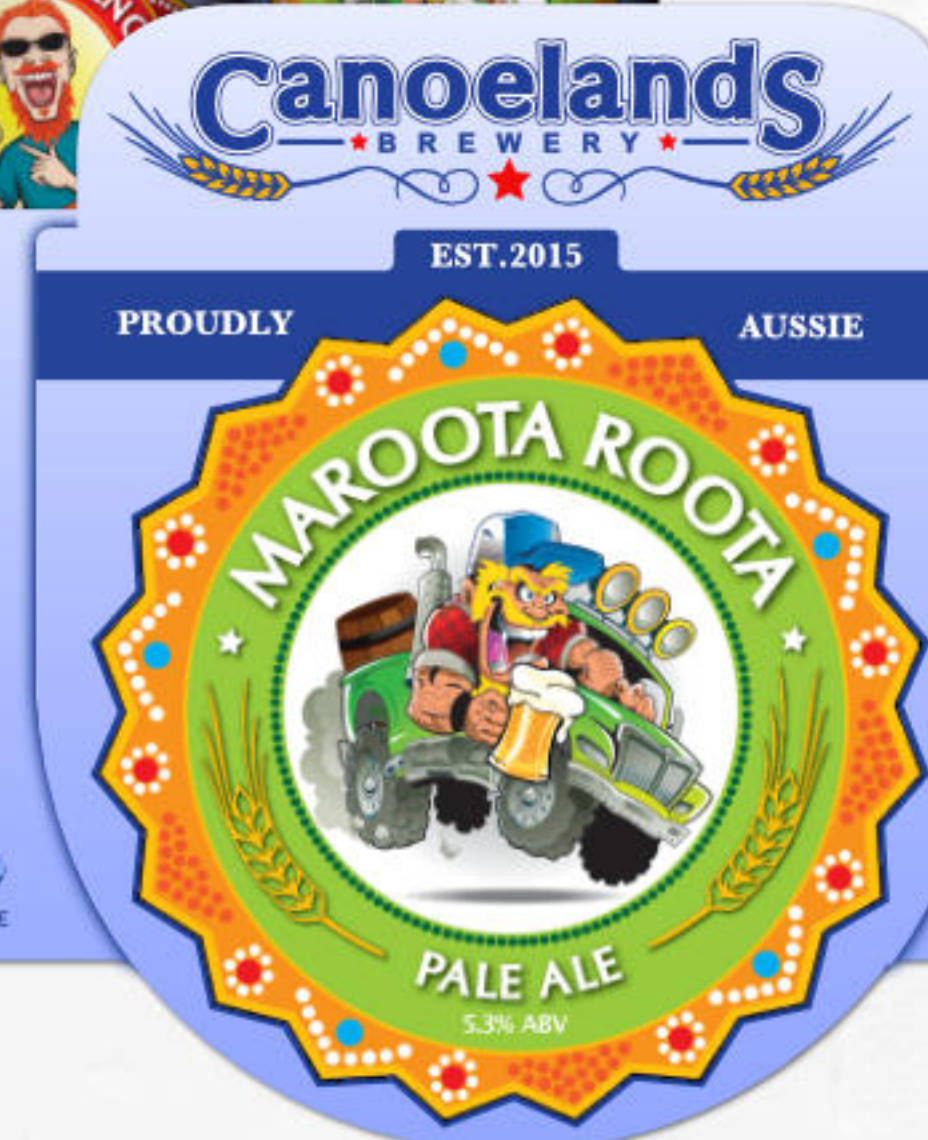


Maroota Roota

Classic Pale Ale, Pine and grapefruit aromas. A combination of several hop varieties. A refreshing ale to suit all occasions and food types.

Ingredients
Rainwater, malt and yeast

Product of Australia
Canoelands Brewery
PO Box 266 Glenorie
2157 NSW Australia



330ml

Software





Packaging Design

For Weber, I worked on the development of a spice range designed to complement their barbecue products. Based on the supplied product names, I conducted the product photography to capture rich, appetising visuals that aligned with the brand's premium feel. I then designed the labels for print, combining bold, flavour-driven imagery with clean, structured layouts to ensure strong shelf presence and clarity. The final result was a cohesive set of packaging labels that enhanced the product appeal while staying true to Weber's well-established brand identity.

Software





Nando's

Commemorative Label

For Nando's, I designed a commemorative label for their iconic PERi-PERi sauce to celebrate 38 years of bold flavour and heritage. Drawing inspiration from the brand's rich history—from the discovery of the African Bird's Eye Chilli to the founding of the first restaurant in Rosettenville—I created a design that captured both the legacy and vibrant spirit of the brand. The label combined storytelling elements with striking visuals and typography to honour the journey of founders Fernando Duarte and Robbie Brozin, while maintaining Nando's distinctive, energetic identity. The final piece celebrated the brand's global success while staying rooted in its South African origins.



Nando's
Feitoria



Software

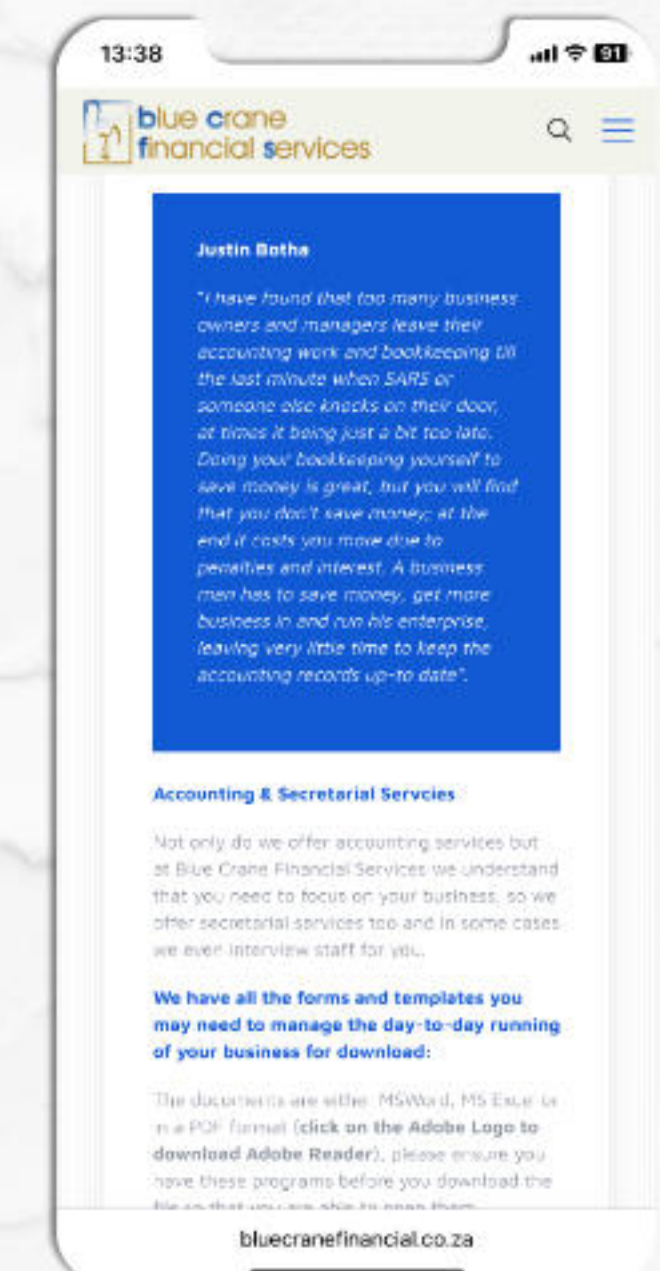
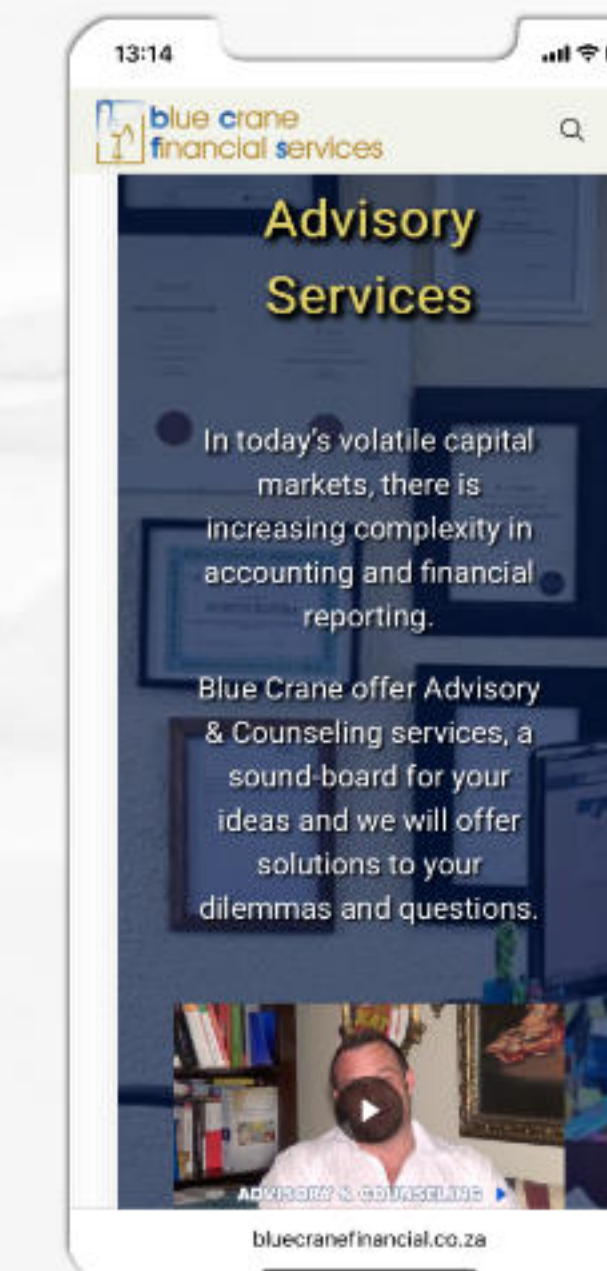
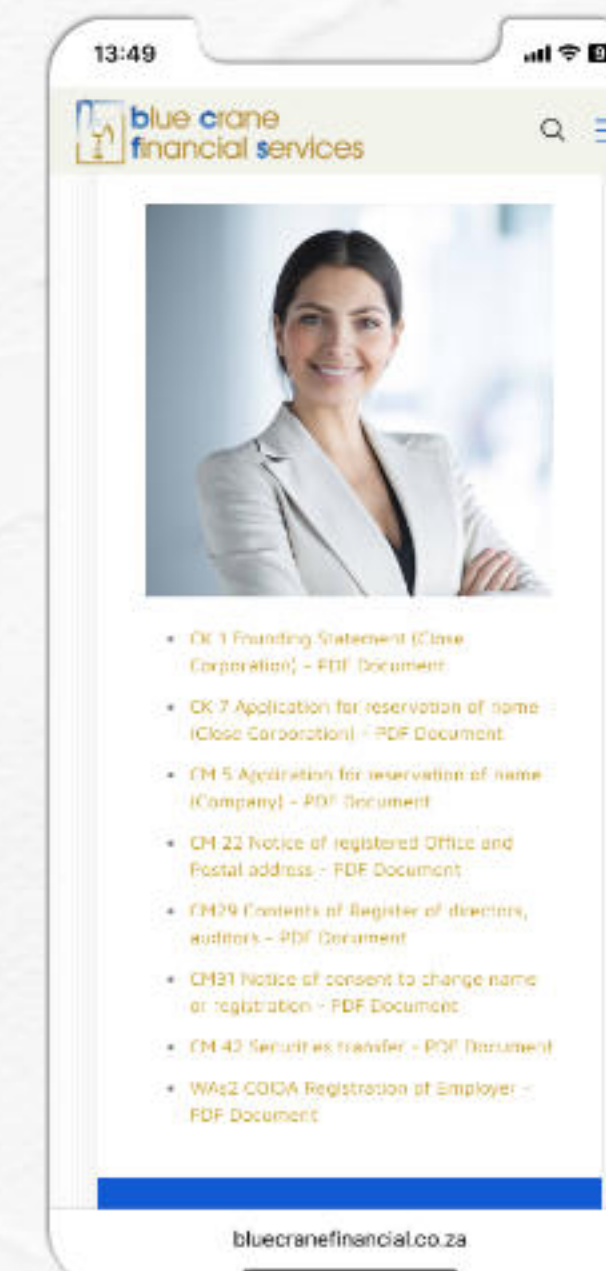
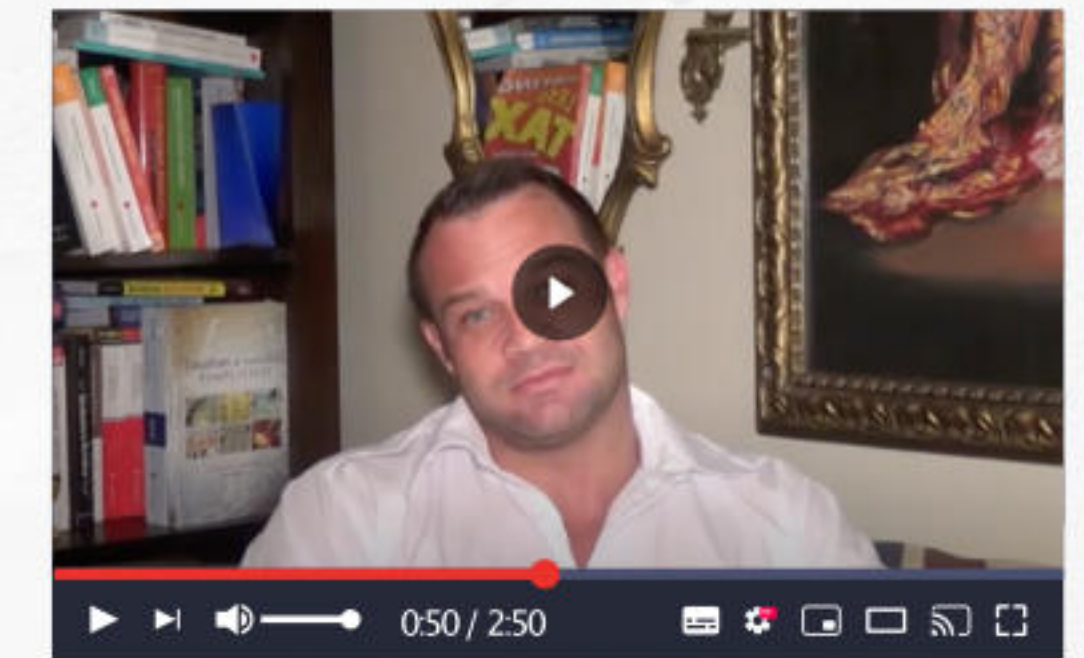
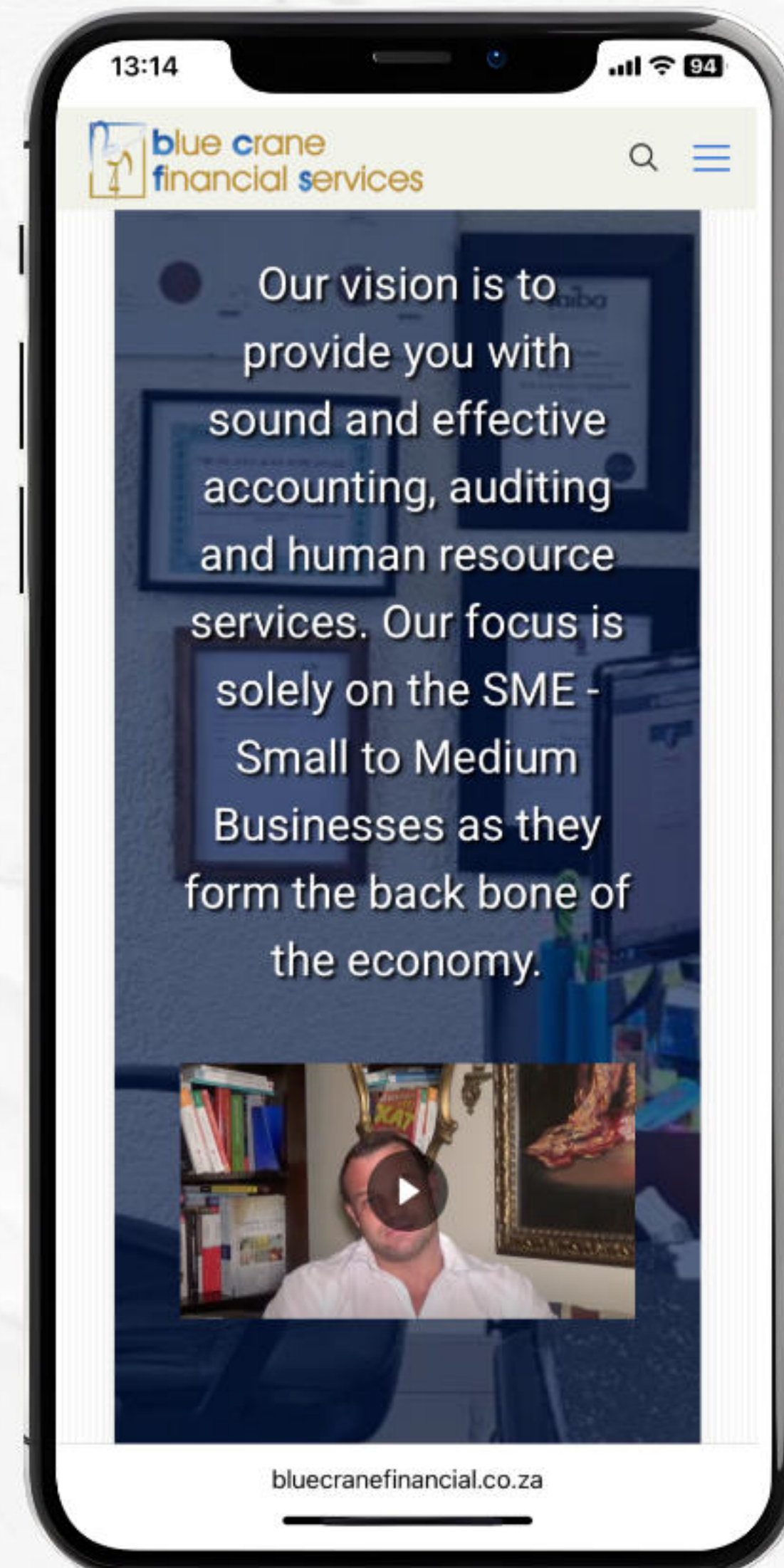




Blue Crane Website UI/UX

I designed the web UI/UX for Blue Crane Financial Services, focusing on creating a clean, professional, and user-friendly digital experience. The website was structured to guide users seamlessly through a range of financial services, including Accounting & HR, Advisory, Tax, and eFiling support. A dynamic video slideshow was implemented on the homepage to showcase the client's content in an engaging way, while the services section was designed as an intuitive, easy-to-navigate system that simplifies complex offerings. A key feature of the project was the development of a resource hub for downloadable templates, providing added value and encouraging user interaction. The overall design prioritised clarity, trust, and conversion, ensuring users can quickly understand the services and take action.

Software

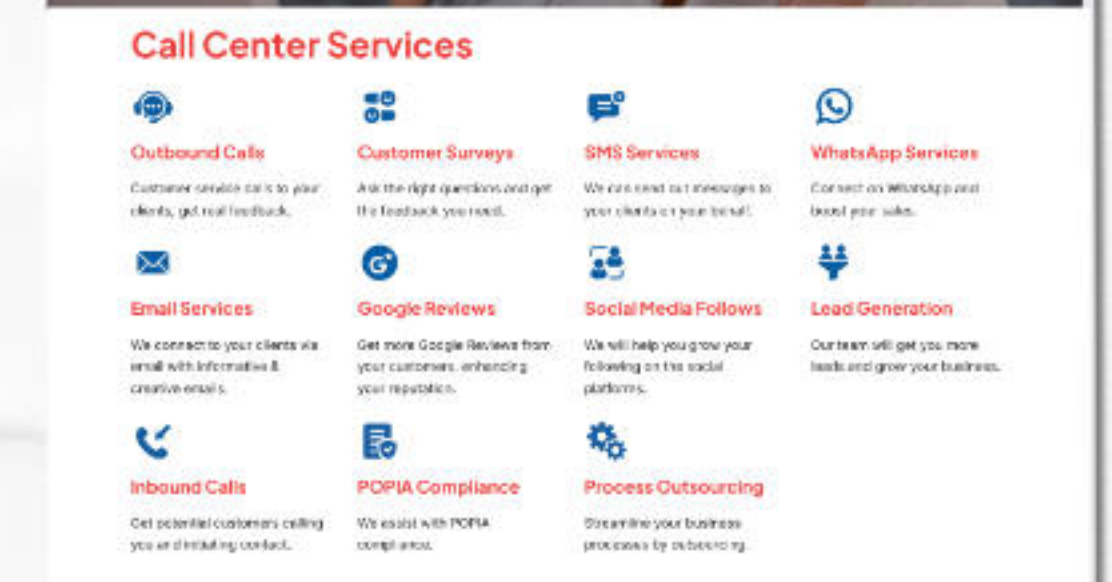
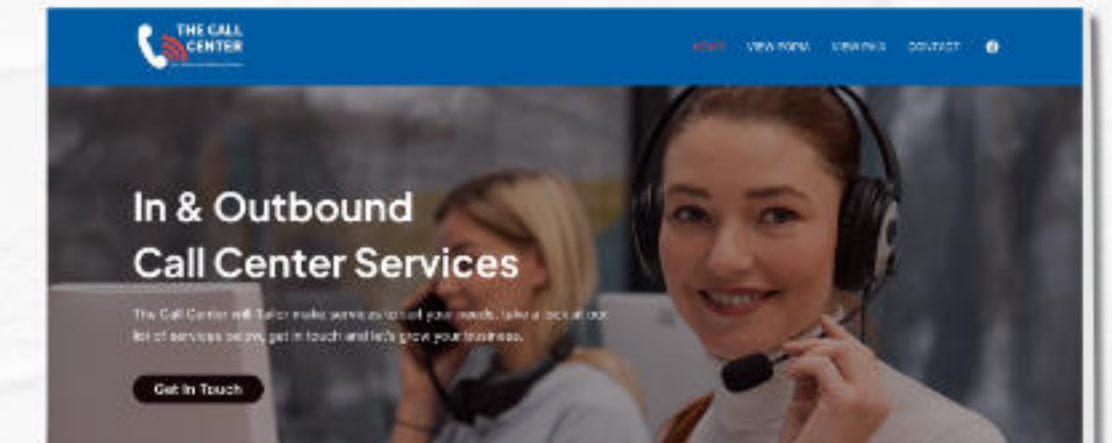
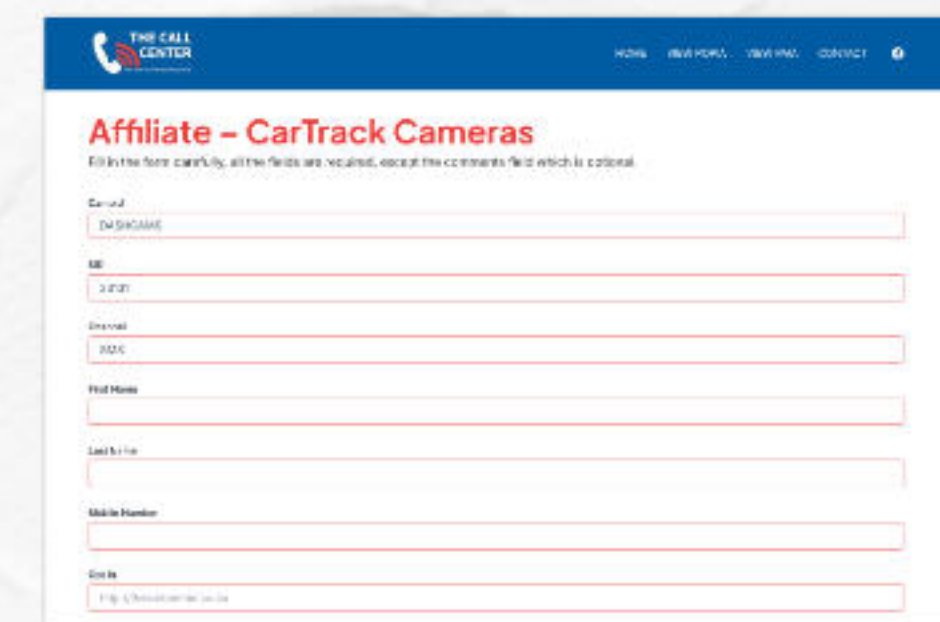
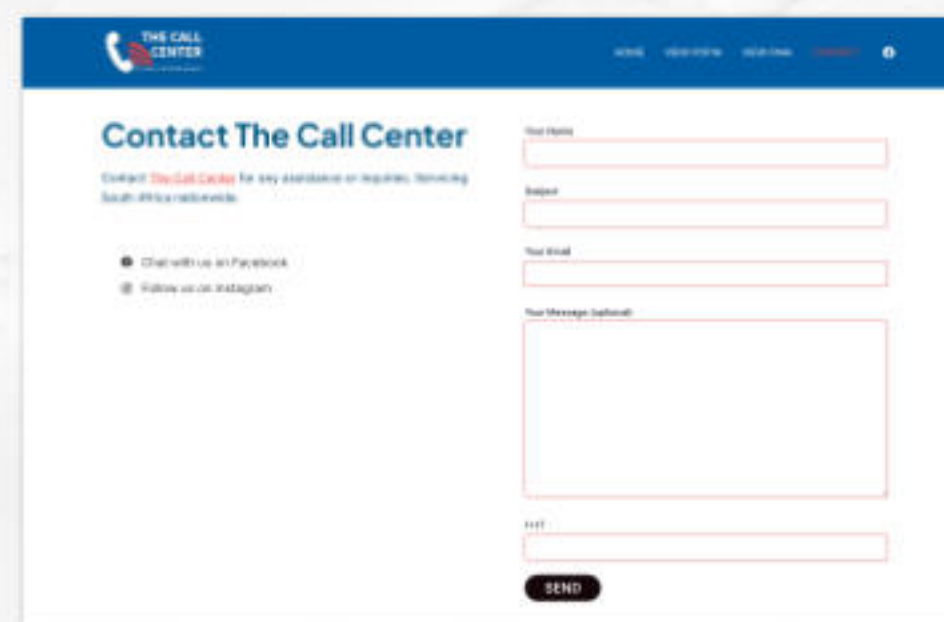
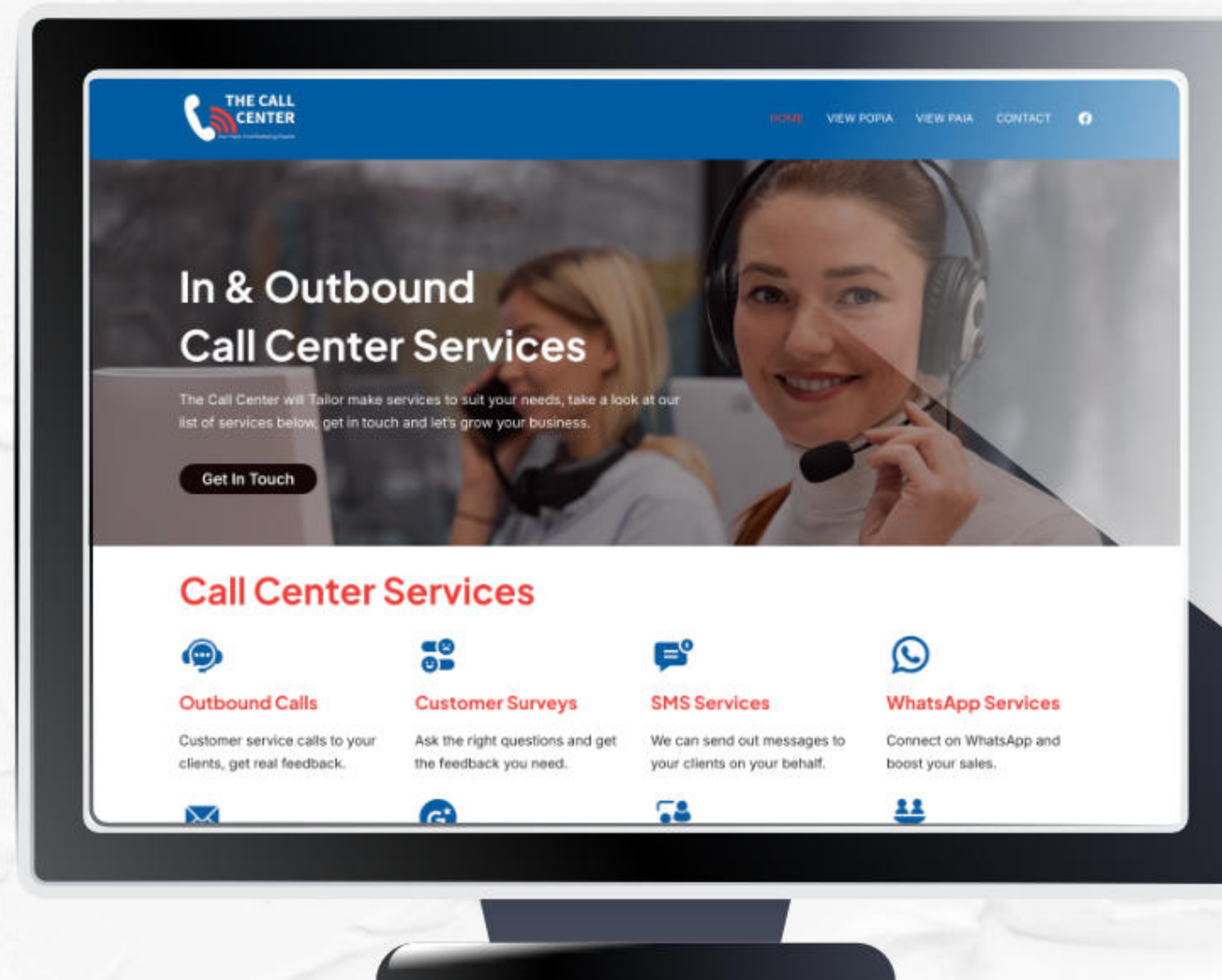




The Call Center Website UI/UX

I designed the web UI/UX for The Call Center, developing a clean, conversion-focused platform to showcase their full suite of communication and lead generation services. The website was structured to clearly present offerings such as inbound and outbound calling, customer surveys, SMS and WhatsApp campaigns, email marketing, Google review generation, social media growth, and process outsourcing, while also highlighting their compliance with POPIA regulations. A key aspect of the project involved creating a seamless user flow for capturing and managing leads, including the development of custom API integrations that connect the platform directly with insurance providers. This allows agents to efficiently capture call data in real time while engaging with clients in the vehicle and short-term insurance sector. The overall design balances functionality and clarity, ensuring both internal users and potential clients experience an intuitive, streamlined system that supports high-volume communication and conversion.

Software



Richer Life MASTERY

Richerlife App Videos

I created and produced a comprehensive suite of course videos for Richerlife Master, focused on delivering practical business and wealth-building skills. The content covered a wide range of topics, including passive income creation, cryptocurrency, mindset development, networking, sales, social media strategy, property investment, trading, tax, and precious metals.

Using recorded Zoom sessions as the foundation, I edited and structured the footage into clear, engaging modules for each course, enhancing the overall learning experience and ensuring consistency across the platform. The final product was a cohesive digital learning journey designed to guide users from foundational knowledge to advanced concepts, culminating in a "Supreme Grand Master" level for those who complete the full program.

Software



Motion & Video





Training Videos for use of App

I developed a series of training videos for Piiink, designed to support both agents and their clients in onboarding and platform usage. The content included step-by-step guidance on signing up and navigating the app, ensuring a smooth and accessible user experience for new clients. In addition, I created role-specific training modules that clearly explained the different levels within the platform and how agents can progress through increased effort and by investing in higher-value certificates. The videos were structured to be practical, easy to follow, and scalable, helping to streamline training, improve user adoption, and empower agents to maximise their growth within the platform.

Software



Motion & Video

