

CINDY LEWIS

Creative Strategist | Brand & UX/UI Designer | Digital Marketing

Johannesburg, South Africa | Open to Remote International Opportunities

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Creative Strategist with 20+ years of experience helping businesses solve challenges through strategic branding, UX/UI, digital marketing and customer-focused design. I specialise in translating business objectives into connected brand ecosystems that strengthen brands, improve customer journeys and support measurable business growth.

Experienced in leading projects from concept through execution, collaborating with cross-functional teams, and delivering integrated creative solutions across branding, digital platforms, marketing campaigns and customer acquisition systems. Passionate about combining strategic thinking with purposeful design to create experiences that deliver lasting business value.

CORE SKILLS

- Creative Strategy
- Brand Strategy
- Creative Direction
- Customer Journey Mapping
- UX Strategy
- Conversion Optimisation (CRO)
- Lead Generation & Marketing Funnels
- Integrated Marketing Automation
- Brand Identity
- Brand Guidelines
- UX/UI Design
- Web Design
- Landing Pages
- Digital Advertising
- Performance Marketing Design
- Email Marketing Design
- Social Media Campaigns
- Logo Design
- Packaging Design
- Presentation Design
- Motion Graphics
- Sales & Marketing Collateral
- Asset Library Management
- Creative Workflow Management
- Multimedia Production
- Stakeholder Management
- Cross-Functional Collaboration
- Litho & Large Format Print Design

LEADERSHIP & CREATIVE OPERATIONS

- Client Liaison & Presentations
- Design Team Mentoring
- Performance Reviews
- Project Planning & Scheduling
- Stakeholder Management
- Budget & Timeline Management
- Design Workflow Development
- Data Visualisation
- Diagram Creation
- Brand Standards Adherence
- Client Feedback Handling
- Creative Reviews

TECHNICAL SKILLS

Adobe Creative Suite (Illustrator, InDesign, Photoshop, Lightroom), Affinity Suite, CorelDraw, Canva, Figma, Clickup, Slack, WordPress, HTML5, CSS, SEO, Google Ads, Meta Suite, CRM, ClickFunnels, Zapier, Google Sheets Automation, CreateStudio, Filmora, Resolve, AI-assisted creative tools, Midjourney.

DESIGN METHODOLOGY

Discover > Define > Create > Test > Optimise

PORTFOLIO & CASE STUDIES

Portfolio - Case Studies (PDF):

https://creativeimages.co.za/wp-content/uploads/2026/07/01-Portfolio-Cindy_Lewis_July_2026.pdf

Online Portfolio: <https://creativeimages.co.za/cindy-2026/>

PROFESSIONAL EXPERIENCE

WYW (Work Your Wealth International) — Creative Lead & Strategist | Brand & UX/UI Designer | Digital Marketing

– Present | Fully Remote

- Developed brand and creative strategies for multiple education and coaching brands, aligning customer journeys, digital marketing and UX with business objectives.
- Designed end-to-end customer journeys spanning paid advertising, landing pages, course enrolment, onboarding and marketing automation.
- Planned and optimised lead generation funnels using ClickFunnels and CRM integrations.
- Led creative direction across branding, websites, educational platforms, webinars, marketing campaigns and digital products. Collaborated with leadership to improve conversion-focused marketing assets.
- Integrated marketing automation to streamline lead management, improve response times and support scalable campaign growth.

Creative Images — Founder, Creative Director 1991–Present (Full-time 2006–2016 | Freelance & Consulting 2016–Present)

- Ran a creative business delivering branding, websites, print, and marketing work.
- Led and mentored a team of designers, ensuring quality standards and on-time project delivery.
- Redesigned UI for e-commerce site, cutting bounce rate by 22% and lifting conversions by 15%

Brand New Communications — Senior Graphic and Web Designer - Aug 2004 - Dec 2006 | Part-Remote

- Managed brand identity, marketing, print, and web-related design projects.
- Collaborated with Marketing team on targets, deliverables and metrics.
- Delivering marketing and design collateral under budget by 10% with 95% client satisfaction.

Ace Casino Equipment — Graphic and Web Designer - 1999–2002

- Delivered graphic and web design support for company communications.
- Produced machine graphics in-house that saved the operating budget 50%.

Artistic Splash - Graphic Designer - 1995-1999

- Delivered freehand and digital graphics for apparel and screen printing.
- Collaborated with clients to develop tailored designs.
- Produced designs and print mediums in-house saving production costs 35%.

The Sign Centre - Graphic Designer- 1993-1995

- Managed a retail store and supervised a team of 10 staff members.
- Delivered graphics for signage and screen printing.
- Produced signage and design in-store saving operating costs by 54%.

EDUCATION

- Graphic Designer Diploma
- Grade 12 (Matric)

LANGUAGES

English, Afrikaans

CERTIFICATIONS

- Brand Strategy: Visualise and Correlate Data: <https://coursera.org/verify/DGAU4PN43QG4>
- English C1 Advanced (EF SET):
<https://creativeimages.co.za/wp-content/uploads/2026/06/08-EF-SET-Certificate-Cindy-Lewis.pdf>
- Google Ads Certification
- WordPress L1 Certification
- Dreamweaver and Flash Certification