

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

CINDY LEWIS

Johannesburg, South Africa | Open to Remote International Opportunities

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PORTFOLIO & CASE STUDIES

Portfolio - Case Studies (PDF):

https://creativeimages.co.za/Portfolio-Cindy_Lewis_Aug_2026.pdf

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

Creative Strategist, Brand & UX/UI Designer with 33+ years of experience helping businesses grow through brand strategy, digital experiences and high-converting marketing systems. 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

Strategy & Brand

- Creative Strategy
- Brand Strategy
- Brand Identity
- Brand Guidelines

UX & Digital Experience

- UX Strategy
- UX/UI Design
- Customer Journey Mapping
- Landing Pages
- CRO

Digital Marketing

- Marketing Funnels
- Marketing Automation
- Digital Advertising
- Email Marketing
- Performance Marketing Creatives
- Social Media Campaigns

Creative Production

- Logo Design
- Packaging Design
- Motion Graphics
- Presentation Design
- Sales Collateral

LEADERSHIP & CREATIVE OPERATIONS

- Creative Direction
- Stakeholder Management
- Cross-functional Collaboration
- Workflow Management
- Asset Library Management

TECHNICAL SKILLS

Design & Creative

- Adobe Creative Suite
Illustrator, Photoshop, InDesign, Lightroom
- Canva & Affinity Suite
Designer, Photo, Publisher
- Figma
- CorelDraw

Productivity & Automation

- Google Workspace
- Google Sheets Automation
- Clickup
- Slack
- Zoom
- Zapier

Web & UX

- WordPress
- HTML5
- CSS
- Elementor
- cPanel
- WooCommerce & Shopify

Video & Motion

- Adobe Premier Pro, After Effects
- DaVinci Resolve
- Filmora
- CreateStudio
- Zoom

Marketing

- Google Ads
- Meta Suite
- Clickfunnels
- SEO
- CRM

DESIGN METHODOLOGY

Discover > Define > Create > Test > Optimise

PROFESSIONAL EXPERIENCE

WYW (Work Your Wealth International) — Creative Lead & Strategist | Brand & UX/UI Designer | Digital Marketing
– March 2026 | Fully Remote

- Developed brand strategy, UX/UI design and customer journey frameworks for multiple education and coaching brands, supporting conversion-focused digital marketing campaigns.
- Led creative direction across branding, websites, online academies, webinars, digital products and marketing campaigns, ensuring a consistent brand experience.
- Designed websites, landing pages, learning platforms and mobile app interfaces focused on usability, engagement and lead generation.
- Planned, built and optimised ClickFunnels sales funnels, marketing automation workflows and CRM integrations to streamline customer acquisition and onboarding.
- Collaborated directly with founders and leadership teams to align creative strategy with business objectives, product launches and marketing initiatives.
- Implemented automation using Zapier, Meta Lead Forms and Google Workspace to improve lead management and operational efficiency.
- Produced a wide range of digital marketing assets, including advertising campaigns, email marketing, social media creatives, presentations and educational resources.

Creative Images — Founder, Creative Director 1991–Present (Full-time 2006–2016 | Freelance & Consulting 2016–Present) - **Currently consulting as Creative Strategist | Brand & UX/UI Designer | Digital Marketing**

- 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