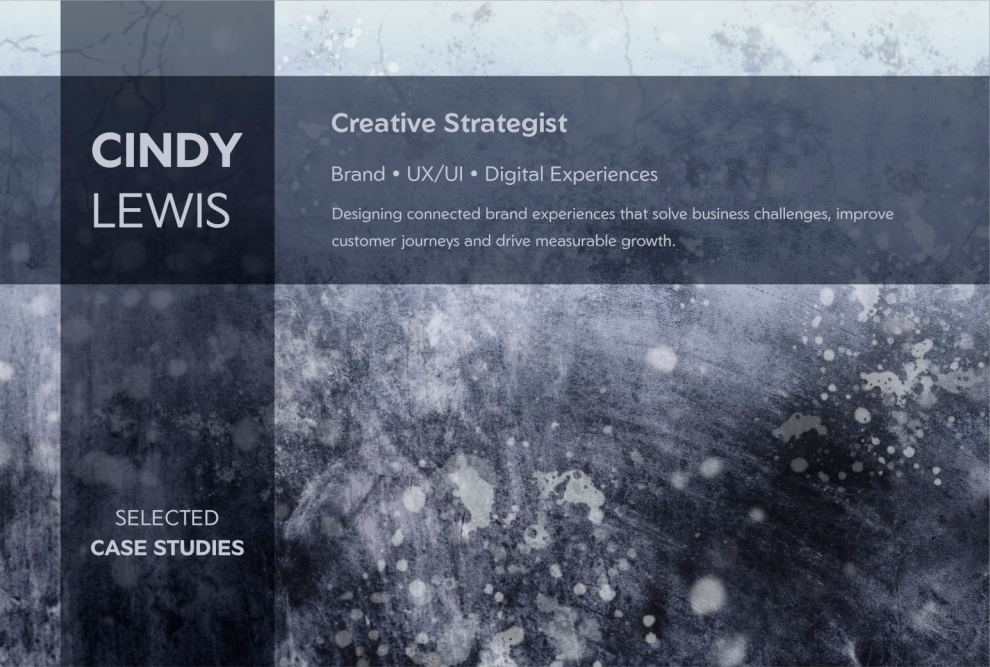




CINDY LEWIS

Creative Strategist

Brand • UX/UI • Digital Experiences

Designing connected brand experiences that solve business challenges, improve customer journeys and drive measurable growth.

SELECTED
CASE STUDIES



Let's
understand the
challenge before
designing the
solution.

How I solve Business Problems

My design process combines strategic thinking, user-centred design and creative execution to develop solutions that solve business challenges, improve customer experiences and drive measurable results.

DISCOVER

- Understand the business, audience and market.
- Identify customer needs, behaviours and motivations.
- Map the customer journey and key touchpoints.
- Analyse competitors and industry trends.



DEFINE

- Clarify the business challenge.
- Establish measurable objectives.
- Identify opportunities for improvement.
- Develop the creative and marketing strategy.



IDEATE

- Generate multiple creative concepts.
- Explore strategic directions.
- Challenge assumptions and expand possibilities.
- Evaluate ideas against business objectives.



CREATE

- Translate strategy into creative solutions.
- Design intuitive user experiences.
- Build cohesive visual systems.
- Create engaging digital touchpoints.

PROTOTYPE

- Develop concepts, wireframes and prototypes.
- Validate usability and functionality.
- Refine creative direction.
- Prepare assets for production.



TEST

- Gather stakeholder and user feedback.
- Measure engagement and usability.
- Identify opportunities for improvement.
- Validate design decisions.



OPTIMISE

- Analyse campaign and user performance.
- Refine creative based on insights.
- Improve conversion and engagement.
- Enhance the overall customer experience.



DELIVER

- Launch scalable creative solutions.
- Support long-term business growth.
- Monitor performance and iterate.
- Continuously improve the customer experience.



Cindy Lewis

Creative Strategist

Brand • UX/UI • Digital Experiences

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✉ cindy@creativeimages.co.za

🌐 www.creativeimages.co.za

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

Qualifications

- Diploma Graphic Design
- 25+ years of working experience
- Grade 12 / Matric
- Adobe Suite, Canva and Affinity Suites
- Wordpress and Elementor Builder
- English C1 Advanced

Key Achievements

- 25+ years professional design experience
- Designed for retail, technology, education, events and promotional industries.
- Delivered brand, print, digital, packaging and website projects.
- Produced publications of up to 80 pages.
- Developed marketing campaigns supporting lead generation and event growth.
- Experience in AI-assisted creative workflows.

I am Cindy, a Creative Strategist and Senior Brand & UX/UI Designer with over 25 years of experience helping businesses solve challenges through strategic branding, digital experiences and customer-focused design. I specialise in translating business objectives into connected brand ecosystems, combining brand strategy, UX/UI, digital marketing and creative execution to strengthen brands, improve customer journeys and support measurable business growth.

I am passionate about building brands from the ground up—transforming ideas into meaningful experiences through strategic thinking and purposeful design. Whether developing a brand identity, designing a digital platform or creating an integrated marketing ecosystem, I enjoy seeing those solutions evolve, deliver measurable results and contribute to long-term business success.

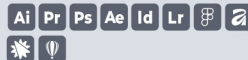
Experience

- **Creative Lead & Strategist Senior 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

Core Skills

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

Technical Skills



- Graphic Design, Branding and Marketing
- Branding Identity, Logo Design, Digital Illustration, Iconography, Typography, Packaging, Apparel & Promotional Items
- Digital Content & Advertising, Sales Funnels
- Print & Production Design Expertise: Large format & CMYK and prepress preparation; Vendor-ready artwork
- Product Catalogues & Editorial Publications
- Conference Collateral
- Photo Editing & Retouching
- Web App UI/UX; Wordpress
- Motion Graphics & Video Creation
- AI Conceptualisation

Leadership & Management

- Client Liaison & Presentations
- Creative Direction
- 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
- Time Management

Work Your Wealth (WYW)



STRATEGIC OVERVIEW

Challenge:

Work Your Wealth was an international financial education company that evolved rapidly over a ten-year period. As the business expanded into multiple countries, products, live events, online education, and affiliate marketing, it required a consistent creative strategy that could support continual growth while improving the customer experience across every touchpoint.

Objectives:

- Build a scalable international brand.
- Increase awareness through paid digital campaigns.
- Support live event marketing across multiple countries.
- Create a consistent visual identity.
- Improve customer onboarding.
- Simplify affiliate journeys.
- Design learning experiences for online education.
- Collaborate with developers to improve the platform UX.

Strategy:

As the company's lead creative for almost a decade, I partnered closely with the founder to evolve the brand, marketing strategy, customer journeys and digital products as the business expanded internationally.

Rather than treating every project independently, I developed an evolving design system that allowed the business to scale while maintaining consistency across digital marketing, events, education and software. As the business matured, my role expanded from graphic designer into brand strategist, UX/UI designer and creative lead, helping shape both the visual identity and the customer experience across multiple platforms.

Scope of Work

Over ten years I delivered creative work across almost every customer touchpoint including:

- ✓ Brand Identity
- ✓ UI/UX Design
- ✓ Landing pages
- ✓ Google Ads
- ✓ Facebook Campaigns
- ✓ Video Production
- ✓ Learning Management Systems
- ✓ Affiliate Systems
- ✓ CRM Assets
- ✓ Event Marketing
- ✓ Presentation Design
- ✓ Exhibition Graphics
- ✓ Print Collateral
- ✓ Motion Graphics
- ✓ Merchant Marketing
- ✓ App Content
- ✓ Course Production

Business Impact

- Supported the company's expansion into multiple international markets.
- Established a consistent visual identity across digital and physical channels.
- Improved customer onboarding through structured learning experiences.
- Helped simplify the affiliate platform through UX improvements.
- Produced marketing assets supporting years of live events, online education and product launches.
- Served as the company's lead creative for almost a decade, evolving alongside the business as its creative, marketing and digital requirements matured.



INDUSTRY

Business & Financial Education

DURATION

2016 - 2025 (9 Years)

ROLE

Creative Lead,
Brand Strategist
UX/UI Designer

TEAM

Founder, Directors, Sales and Marketing, Developers, Event Coordinators, External Stakeholders

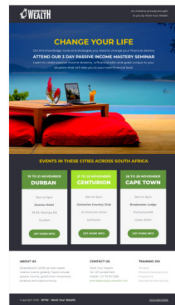
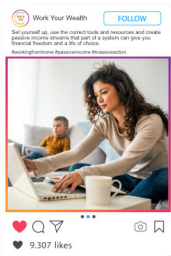
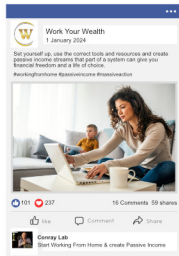
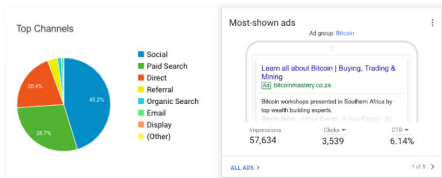
Statistics

Ad Campaigns: 50
Landing Pages: 35
Courses: 30
Videos Edited: 100+
Presentation Decks: 100+
Country Ads: 5+
Events: 100+
Banner Designs: 50+



Brand Evolution





International Marketing

Abundance Mindset

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Bank: Send Proof of Payment to: robert@workyourwealth.com

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Time: 9am - 9pm

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WYW WEALTH & ALL AUSTRALIA PVT LTD

ACCT NO: 3046 6906

IBAN/Branch: 014 002

BANKING: AUSTRALIANPAYMENTS

or Reference Please Use: SPAIN + FULL NAME

Send Proof of Payment to: robert@workyourwealth.com

Include full name, email & phone number

Full Price per person: ~~€4836~~

You Get 25% OFF per person: **€3627**

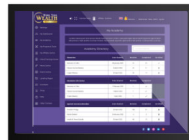
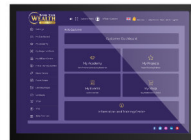
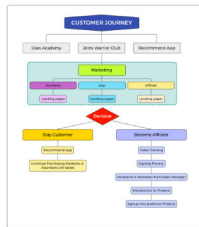
EXCLUDES ACCOMMODATION, FLIGHTS, TRAVEL & MEALS

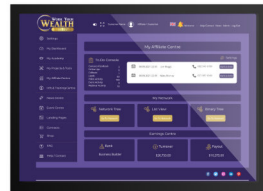
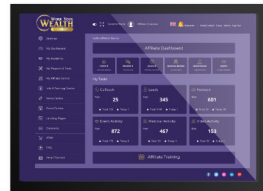
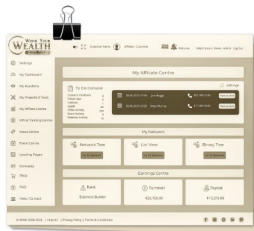
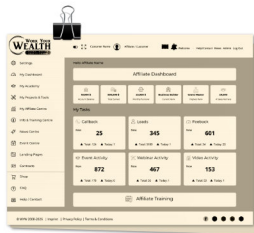
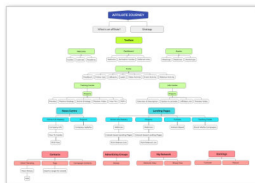
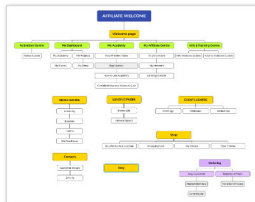
Get Tickets: salesadmin@wywgroup.co.za

www.workyourwealth.com/events

Digital Marketing



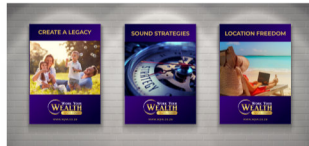




Event Experience



Online Booking → Special Event Offer → Preview Event → 1 Day Event → 3 Day Event → Become Affiliate → 5 Day Event - Training → Refer





Strategy & Branding of a truly
Australian Brand





Canoelands Brewery

STRATEGIC OVERVIEW

Challenge:

Canoelands Brewery required a distinctive brand identity that honoured three generations of family heritage while appealing to modern craft beer consumers. The brand needed to establish credibility, communicate its Australian personality and create a scalable identity for future growth.

Objectives:

- Position Canoelands as an authentic Australian craft brewery.
- Build a memorable brand rooted in family heritage.
- Create a distinctive packaging and visual identity system.
- Develop consistent branding across print, digital and merchandise.
- Support product launch and long-term brand recognition.

Audience

- Primary:
 - Craft beer enthusiasts
 - Local Australian consumers
 - Brewery visitors and tourists
- Secondary
 - Hospitality venues and retailers
 - Collectors of premium craft beer brands

Strategy:

The strategy focused on building an authentic brand that blended family heritage with contemporary craft brewing culture. Storytelling became the foundation of the identity, creating a cohesive brand experience across packaging, merchandise, digital platforms and promotional material. Every touchpoint was designed to reinforce authenticity, craftsmanship and the brewery's uniquely Australian personality.

Creative Decisions

A heritage-inspired visual identity was combined with contemporary typography, distinctive illustrations and bold packaging to create a memorable shelf presence. Australian humour, family traditions and consistent brand storytelling were integrated throughout the design system, ensuring every customer interaction strengthened brand recognition and loyalty.

Scope of Work

- ✓ Brand Strategy
- ✓ Brand Identity System
- ✓ Logo Design
- ✓ Packaging & Beer Label Design (7 Products)
- ✓ Website Design
- ✓ Promotional Flyer Design
- ✓ Merchandise & Apparel Design
- ✓ Marketing Collateral
- ✓ Brand Assets & Print Production



Business Impact & Results

The completed brand established Canoelands Brewery as a distinctive craft beer business with a cohesive identity that celebrated its family heritage and Australian roots. The scalable branding system created a strong foundation for product launch, customer recognition and future brand expansion across new products and marketing channels.

INDUSTRY

Craft Beer
Hospitality

DURATION

4 Weeks

ROLE

- Brand & Marketing Strategist
- Logo Designer
- UI/UX Designer
- Marketing
- Packaging Designer

DELIVERABLES

- Brand Identity
- Logo Design
- Packaging
- Website UI/UX
- Marketing

” Cindy’s design immediately stood out among all the concepts I received. She successfully captured the heritage of the region where we live and brew, creating a brand identity that felt authentic and meaningful to our story. Her turnaround time for delivering print-ready artwork was exceptional, and the beer labels have received countless compliments, with customers frequently commenting on how uniquely Australian and memorable they are. Since launching, our brand has continued to grow, and we’ve built a strong base of loyal, returning customers.

Brand Identity System









Label Mockups





EXECUTION

Web App UI/UX



The Beers

The beers page enhances the user experience by visually showcasing each beer's colour while also providing suggested food pairings. This combination of visual and practical information helps users make more informed choices and adds an interactive, educational layer to the browsing experience.



The Brewery

The brewery's production process is supported by a compact, professional brewing system, allowing for small-batch, high-quality beer creation. This setup reinforces the brand's focus on craftsmanship and consistency, while also enabling experimentation and the development of unique recipes.

The site maintains a balance between exclusivity and accessibility by presenting the Canoe Lands brewery as private, while warmly inviting users to visit the Stonehouse location. The inclusion of a booking form makes the process feel simple, guided, and welcoming.



Integrated Print & Brand Communications



Flyer Distribution Strategy

Flyers were designed as a key touchpoint within the customer journey and are distributed at selected pubs, hotels, and restaurants where Canoelands beers are available. This allows customers to discover the product in-venue, experience the beers firsthand, and then easily place orders for their preferred options.

The flyers serve as a bridge between in-person experience and direct purchase, encouraging customers to order beers by the case for personal enjoyment. As the beers are brewed in small batches, availability may vary, reinforcing the exclusivity and craft nature of the brand while setting clear expectations around potential lead times.

The flyers also advertise the brewery tours.



Biz Opps (Biz Opportunities In A Box)

STRATEGIC OVERVIEW

Challenge:

Biz Opps required a professional yet approachable brand identity that would resonate with aspiring entrepreneurs and individuals seeking to improve their financial knowledge. The challenge was to create a cohesive brand ecosystem that balanced education, motivation and business credibility while supporting multiple programmes, digital platforms and future business growth. Every touchpoint needed to communicate trust, simplify complex concepts and encourage prospective students to take the first step towards financial independence.

Objectives:

- Position Biz Opps as a trusted education and business coaching brand.
- Increase awareness of practical financial and entrepreneurial education.
- Develop a distinctive and scalable brand identity system.

- Create a consistent experience across all digital and marketing touchpoints.
- Support the launch of future programmes and educational products.
- Build a flexible creative system that could grow with the business.

Audience

- Primary:**
 - Adults seeking practical business and financial education.
 - Aspiring entrepreneurs looking to build an additional income stream or start a side business.
 - Individuals wanting practical, step-by-step guidance to improve their financial future.
- Secondary**
 - Individuals pursuing personal and professional development.
 - Existing business owners seeking new income opportunities.
 - Professionals exploring alternative sources of income and financial freedom.

Strategy:

The strategy focused on positioning Biz Opps as a trusted education and coaching brand. A connected brand ecosystem was created to deliver a consistent customer experience, guiding prospective students from awareness to enrolment while building trust, simplifying complex concepts and supporting future business growth.

Creative Decisions

A modern, scalable visual identity was created to balance professionalism with approachability. Consistent use of colour, typography, imagery and messaging reinforced trust, simplified complex concepts and ensured a cohesive brand experience across all touchpoints.

Scope of Work

- ✓ Brand Strategy
- ✓ Brand Identity System
- ✓ Course Strategy & Video Production
- ✓ Sales Funnel & Course Platform (Paywall)
- ✓ Responsive Website UI/UX
- ✓ Paid Advertising Strategy & Campaigns
- ✓ Marketing Automation (Zapier Integration)
- ✓ CRM & Lead Management Integration (Facebook & Clickfunnels → Google Sheets)
- ✓ Campaign Optimisation & Performance Review
- ✓ Landing Pages & Lead Generation
- ✓ Marketing Collateral & Promotional Merchandise

Marketing Strategy:

Paid Advertising » Lead capture form » Landing Page (Funnel) » Business Kickstart Course (Lead Magnet)
 » Course Enrolment » Coaching & Mentorship » Community Engagement » Customer / Affiliate Referral



Business Impact & Results

The completed platform provided Biz Opps with a scalable business ecosystem that integrated branding, marketing, automation and customer engagement. By connecting Facebook Lead Ads, ClickFunnels, Zapier and Google Sheets, the lead capture and follow-up process was streamlined, improving operational efficiency and creating a reliable system for managing customer enquiries and future growth.

Campaign Performance:

- Generated 850+ qualified leads through paid Facebook Lead Form campaigns.
- Secured 250+ booked strategy sessions through an integrated lead nurturing process.
- Converted qualified prospects into 20 new coaching clients.
- Created a repeatable marketing system that continued generating referrals and future business opportunities.

INDUSTRY

Business & Life Coaching
Education

ROLE

- Brand & Marketing Strategist
- Creative Director
- UI/UX Designer
- Marketing Automation
- Course Designer

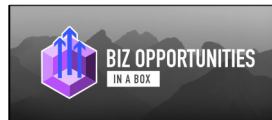
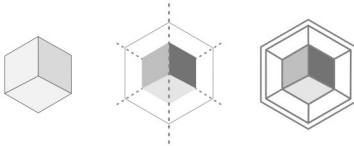
DURATION

6 Months

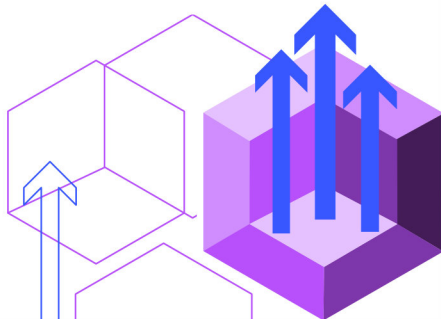
DELIVERABLES

- Website
- Campaign
- Landing Pages
- Brand Identity
- Email Marketing
- Social Media

“ Cindy didn’t just design our brand—she helped build our business. From strategy and branding to customer journeys, digital marketing and automation, she created a connected ecosystem that gave us a scalable foundation for growth. Her ability to combine creative thinking with practical business solutions made her an invaluable partner throughout the project.



BIZ OPPORTUNITIES
IN A BOX



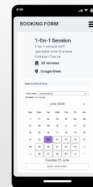
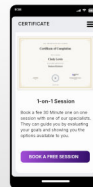
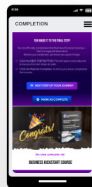
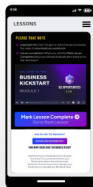
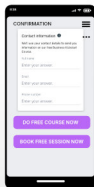
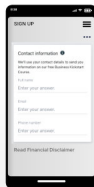


EXECUTION

Learning Experience Design



- Signup / Opt-in » Welcome email » Course Enrolment » Modules 1-7
 » Workbook Emails 1-7 » Successful Completion » Certificate Download
 » Book A Session » Coaching » Community » Refer / Affiliate



EXECUTION

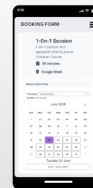
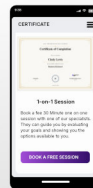
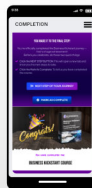
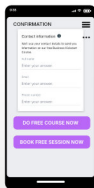
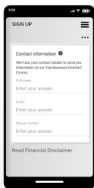
UI/UX Digital Ecosystem



Customer Journey



VIEW AD ♦ REGISTER ♦ COURSE / SESSION ♦ BOOK COACHING ♦ CREATE /INVEST ♦ REFER



Social & Email Marketing






Biz Opportunities In A Box



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INCOME
STREAMS**

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We have created a 7 Lesson Course that will show you how to evaluate your income and teach you how to create more streams on top of your regular income.

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15 Comments




Biz Opportunities In A Box

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SO, WHAT ARE YOU WAITING FOR?
YOU HAVE LEARNED. NOW IT'S TIME TO TAKE A TANGIBLE TIME ACTION

[Get Your Income Building Course](#)

DATE	TIME	TOPIC	LOCATION
10/10/2021	10:00 AM	Lesson 1: Introduction to the Course	Online
10/11/2021	10:00 AM	Lesson 2: How to Evaluate Your Income	Online
10/12/2021	10:00 AM	Lesson 3: How to Create More Streams	Online
10/13/2021	10:00 AM	Lesson 4: How to Find Your Niche	Online
10/14/2021	10:00 AM	Lesson 5: How to Build Your Brand	Online
10/15/2021	10:00 AM	Lesson 6: How to Grow Your Business	Online
10/16/2021	10:00 AM	Lesson 7: How to Scale Your Business	Online




Whatsapp Business





WEBSITE MORE INFO BOOK A SESSION BLOG

**BUSINESS KICKSTART
COURSE 2025**

YOU SIGNED UP, HAVE YOU COMPLETED IT?

WATCH THIS SHORT VIDEO
It may help you choose the path that's right for you.

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We are nearly locked until Christmas, but don't worry there are slots for Jan & Feb.







Join our community! Search: @bizopportunitiesinabox
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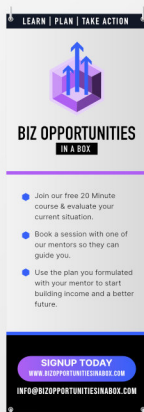
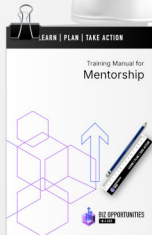
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EXECUTION

Integrated Print & Brand Communications



- Join our free 20 Minute course & evaluate your current situation.
- Book a session with one of our mentors so they can guide you.
- Use the plan you formulated with your mentor to start building income and a better future.

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Richer Life Mastery (RLM)

STRATEGIC OVERVIEW

Challenge:

Richer Life Mastery required more than a visual identity. The objective was to build a premium digital education ecosystem that guided prospective students from initial awareness through webinar registration, course enrolment and long-term engagement. The experience needed to establish trust, simplify complex financial concepts and support future programme expansion across multiple digital touchpoints.

Objectives:

- Position Richer Life Mastery as a trusted premium education brand
- Increase webinar registrations and course enquiries
- Create a seamless digital experience across web and mobile
- Build a scalable platform capable of supporting future programmes
- Improve consistency across all customer touchpoints

Audience

- Primary:**
 - Professionals seeking financial independence
 - Entrepreneurs and business owners
- Secondary**
 - Individuals pursuing personal development
 - Adult learners seeking practical business education

Strategy:

Rather than approaching the project as a collection of individual design assets, I developed a connected digital ecosystem designed to support the entire customer journey. Every interaction—from paid advertising and landing pages to registration, onboarding and educational content—was intentionally designed to build trust, reduce friction and encourage progression through the sales funnel. The visual identity reinforced professionalism while the user experience prioritised clarity, accessibility and long-term engagement.

Creative Decisions

A premium slate grey and gold colour palette was selected to communicate trust, credibility and long-term value. Clean typography and generous spacing improved readability across digital platforms, while a modular design system ensured consistency across websites, webinars, presentations and marketing collateral. Mobile-first layouts ensured the experience remained accessible regardless of device.

Scope of Work

- ✓ Brand identity
- ✓ Website
- ✓ UX wireframes
- ✓ Mobile interface
- ✓ Marketing collateral
- ✓ Landing pages

Marketing Strategy:

Paid Advertising » Landing Page » Lead Magnet » Registration » Course Enrolment » Coaching » Community » Referral



Business Impact & Results

The completed platform provided Richer Life Mastery with a scalable digital ecosystem capable of supporting lead generation, webinar delivery and ongoing customer engagement. By aligning branding, user experience and marketing communications, the project established a consistent premium brand experience that supported future programme growth.

Campaign Performance:

- Multiple campaign strategies were tested,
- The CTR measured and the spend increased for the most success lead generator.
- More than 500 leads were created
- 400 booked for the webinar
- 100 converted to clients and
- 50 referrals were achieved.

INDUSTRY

Business & Life Coaching
Education

DURATION

6 Months

ROLE

Creative Strategy
Brand Design
UI/UX
Digital Marketing

DELIVERABLES

- Website
- Campaign
- Landing Pages
- Brand Identity
- Email Marketing
- Social Media

” Cindy’s contribution to Richer Life Mastery went far beyond design. She helped shape the brand, user experience, and educational content that form the foundation of our platform today. Her strategic thinking, creative expertise, and commitment to quality made her a trusted partner throughout the project.

CREATE YOUR DESIRED LIFESTYLE

[WATCH VIDEO](#)

[REGISTER NOW](#)



ABOUT US

*Find out
about Richer Life
Mastery*

[More Info](#)



OUR MISSION

*To empower a richer
life with easy to
implement tools*

[More Info](#)



ACADEMY

*Choose from a wide
variety of masteries
and courses*

[More Info](#)

VS
8/8

AFFILIATE OR CUSTOMER?

*What is right for you?
Make a simple
choice*

[More Info](#)



PROJECTS

*Opportunities to
participate in
projects from many
industries*

[More Info](#)



REWARDS

*Earn rewards by
using the system to
create income*

[More Info](#)

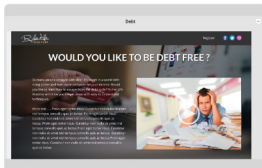
Contact Details
Head Office

Privacy Policy
Gathering of information and the use thereof

Terms & Conditions
Customer and Affiliate contracts

Customer Journey Experience

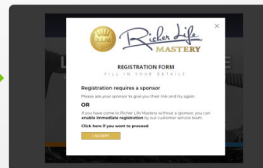
LANDING PAGE



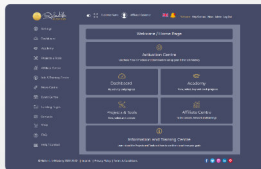
APP HOME PAGE



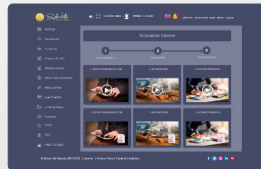
REGISTRATION



WELCOME PAGE



ACTIVATION CENTRE







Would some extra income improve your life?

At the heart of the Bitcoin Business System is a powerful business opportunity to grow your income and live the life you want. The Bitcoin Business System is a proven business opportunity that will help you achieve your financial goals. It's a business opportunity that will help you achieve your financial goals. It's a business opportunity that will help you achieve your financial goals.



Business Systems

We guarantee to assist you in creating a business system that will help you achieve your financial goals. It's a business opportunity that will help you achieve your financial goals. It's a business opportunity that will help you achieve your financial goals.



Automated Tools

We guarantee to assist you in creating a business system that will help you achieve your financial goals. It's a business opportunity that will help you achieve your financial goals. It's a business opportunity that will help you achieve your financial goals.



Sales Funnel

We guarantee to assist you in creating a business system that will help you achieve your financial goals. It's a business opportunity that will help you achieve your financial goals. It's a business opportunity that will help you achieve your financial goals.



Income Streams

We guarantee to assist you in creating a business system that will help you achieve your financial goals. It's a business opportunity that will help you achieve your financial goals. It's a business opportunity that will help you achieve your financial goals.

Tap into multiple industries

By working across multiple industries, we give you the ability to diversify your income and reduce the risk of any one industry failing. This is a business opportunity that will help you achieve your financial goals. It's a business opportunity that will help you achieve your financial goals. It's a business opportunity that will help you achieve your financial goals.



About Bitcoin Life Mastery

Bitcoin Life Mastery brings together a collection of powerful tools, systems, and strategies to help you achieve your financial goals. It's a business opportunity that will help you achieve your financial goals. It's a business opportunity that will help you achieve your financial goals.



Using A System

We guarantee to assist you in creating a business system that will help you achieve your financial goals. It's a business opportunity that will help you achieve your financial goals. It's a business opportunity that will help you achieve your financial goals.



Watch this short video

We guarantee to assist you in creating a business system that will help you achieve your financial goals. It's a business opportunity that will help you achieve your financial goals. It's a business opportunity that will help you achieve your financial goals.

You can build wealth with it.

Precious Metals

Have you ever watched how gold miners react to people who tell them platinum and silver prices are higher than they thought they'd be? You know it's essentially the same reaction as when a stock trader hears that a company's earnings will be higher than expected. Money will flow, and the price will go up. The same goes for gold, silver, platinum and palladium.

WHAT ARE THE MOST COMMON PRECIOUS METALS YOU CAN OWN

Whether you want to invest in a precious metal or diversify your portfolio, there are four main types of precious metals you can own. Each has unique benefits and risks, so it's important to understand them all. Here's a breakdown of the most common precious metals you can own:

GOLD

Performance in past 10 years: +150% (annualized return of 12%)
 Advantages: Most popular, most liquid, most stable, most widely used in jewelry and electronics.
 Disadvantages: High price, high volatility, high risk of theft.

SILVER

Performance in past 10 years: +100% (annualized return of 10%)
 Advantages: More volatile than gold, more liquid, more widely used in jewelry and electronics.
 Disadvantages: High price, high volatility, high risk of theft.

PLATINUM

Performance in past 10 years: +120% (annualized return of 11%)
 Advantages: More volatile than gold, more liquid, more widely used in jewelry and electronics.
 Disadvantages: High price, high volatility, high risk of theft.

PALLADIUM

Performance in past 10 years: +110% (annualized return of 10%)
 Advantages: More volatile than gold, more liquid, more widely used in jewelry and electronics.
 Disadvantages: High price, high volatility, high risk of theft.

MARKETS

Investment in gold and silver has increased significantly in recent years, driven by a combination of factors including inflation, currency devaluation, and geopolitical uncertainty.

PLANNING

Investment in gold and silver can be a key part of a long-term wealth-building strategy, particularly for those seeking to hedge against inflation and currency devaluation.

TRADING

Investment in gold and silver can be a key part of a long-term wealth-building strategy, particularly for those seeking to hedge against inflation and currency devaluation.

BULLION

Investment in gold and silver can be a key part of a long-term wealth-building strategy, particularly for those seeking to hedge against inflation and currency devaluation.

How to Start Buying Precious Metals

You want to know how to start investing in precious metals? Here's a step-by-step guide to help you get started:

1. Research the market: Understand the different types of precious metals and their prices. Look for reputable dealers and brokers.
2. Set your budget: Determine how much you want to invest in precious metals. Consider your risk tolerance and investment goals.
3. Choose your investment vehicle: Decide whether you want to invest in physical precious metals (bars, coins) or through a mutual fund or ETF.
4. Buy and hold: Purchase your precious metals and hold them for the long term. Avoid selling at a loss.
5. Monitor and rebalance: Keep track of the prices of your precious metals and rebalance your portfolio as needed.

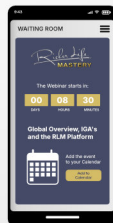
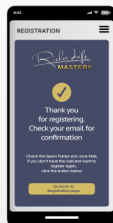
Register now!

Get the latest news, reports, and analysis on the precious metals market. Sign up for our free newsletter today!

[Click here to register now!](#)

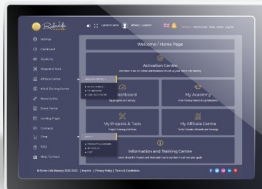
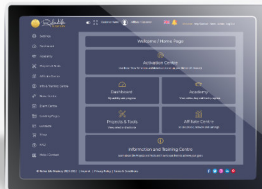
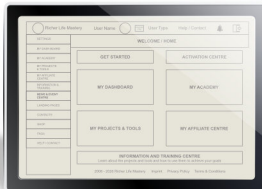
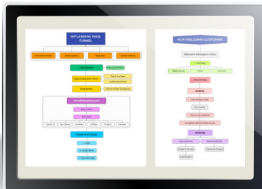
Digital Event Experience

VIEW AD → REGISTRATION → DELEGATE → ATTENDEE → BECOMES CUSTOMER → REFERS



Design Thinking Process

RESEARCH ➔ USER FLOWS ➔ WIREFRAMES ➔ HIGH FIDELITY UI ➔ DEVELOPMENT READY ASSETS





BRAND IDENTITY



Econorack Identity & Collateral

PROJECT OVERVIEW

Challenge: Econorack required a professional and consistent brand identity that would establish credibility in the industrial storage and shelving market. As a South African manufacturer of racking and shelving solutions, they needed branding that reflected the quality of their products while creating a strong and recognisable presence across all customer touchpoints.

Approach: I developed the complete brand identity from the ground up, beginning with the company logo and visual branding system. The branding was applied consistently across a wide range of marketing and operational materials to ensure a cohesive customer experience in both print and digital environments. To further strengthen brand recognition, I designed a branded product sticker and logo mark featuring the message "Proudly Manufactured by Econorack", which was applied directly to their products to highlight local manufacturing and reinforce trust in the brand. Product photography and image editing were also completed to support marketing and promotional activities.

Deliverables: Brand Identity Design; Logo Design; Corporate Stationery; Magazine Advert; Business Cards; Email Signatures; 10 page Product Brochure; Order Books; Product Stickers & Branding Labels; Signage Design; Product Photography; Photo Editing & Retouching.

Outcome: Econorack gained a professional and unified brand presence that effectively communicated their expertise as a local manufacturer. The cohesive branding system improved recognition across marketing, sales, and operational materials, while the branded product labels reinforced the company's commitment to South African manufacturing and quality craftsmanship. The result was a stronger, more credible brand that could confidently present itself to customers, distributors, and industry partners.

INDUSTRY

Retail, Promotional
Products & Corporate
Branding

ROLE

- Graphic Designer
- Photographic Assistant
- Coordinate and manage print and production requirements.

TIMELINE

Completed over several weeks
with input from the client.



99 Having Cindy as our creative partner made marketing our business really simple and she brought our brand into a competitive market and made it stand out.



10 PAGE
CATALOGUE



PRINT &
DIGITAL



MARKETING
FOCUSED



CORPORATE MARKETING



Alice Umbrellas Product Catalogue

PROJECT OVERVIEW

Challenge: The client needed a modern product catalogue that could professionally showcase a large umbrella range while remaining easy to navigate for distributors and promotional buyers. Product imagery also required extensive editing and consistency across all pages.

Approach: I created a clean, structured catalogue using consistent typography, strong visual hierarchy, and branded colour integration. I also edited and optimized all product photography to create a cohesive, professional presentation across print and digital formats.

Deliverables: 36-page product catalogue, Cover design, Editorial layout design, Product page layouts, Image editing and retouching, Print-ready artwork, Digital PDF version for online distribution.

Outcome: Professional catalogue used for trade shows and sales presentations, improved product presentation and brand consistency, delivered print-ready and digital marketing assets, supported distributor and promotional marketing efforts.

INDUSTRY

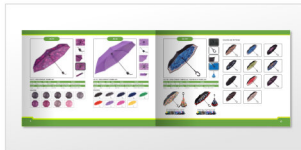
Retail, Promotional
Products & Corporate
Branding

ROLE

- Lead Designer
- Layout Artist
- Coordinate and manage print and production requirements.

TIMELINE

Completed over several weeks
with input from the client.



“Cindy understood our brand and delivered a catalogue that is both functional and beautifully designed. It has become an essential marketing tool for our business.”



PAGE
CATALOGUE



PRINT &
DIGITAL



MARKETING
FOCUSED



CONFERENCE, EDITORIAL & EVENT DESIGN

SIOPSA

Society for Industrial & Occupational Psychology of South Africa

Conference & Editorial Design



PROJECT OVERVIEW

Challenge: Each conference required a fresh visual identity that aligned with the yearly theme while still maintaining professionalism and consistency across all conference materials. The layouts also needed to present large amounts of programme information in a clear and easy-to-read format for attendees.

Approach: I created cohesive conference branding using strong typography, structured editorial layouts, and branded visual elements tailored to each year's theme. The Programme of Events booklet was designed for both readability and visual impact, ensuring attendees could easily navigate sessions, speakers, and schedules throughout the conference.

Deliverables: Conference branding and theme development, Programme of Events booklet, Editorial layout design, Event marketing collateral, Print-ready conference materials, Branded visual assets for event communication, Framed Certificates.

Outcome: Delivered professional conference branding across multiple event touchpoints, Improved readability and organization of conference programme information, Created visually engaging printed materials for attendees, Maintained strong brand consistency throughout the event experience, Supported the overall professionalism and presentation of the annual conference.

INDUSTRY

Professional
Industrial & Occupational
Psychology

ROLE

- Graphic Designer & Event
- Branding Designer
- Manage Print Process
- Manage Suppliers
- Ensure deliverables meet guidelines

TIMELINE

Designed annually as part of the conference preparation and marketing rollout. Usually over 4 weeks.



“Cindy consistently delivered professional conference branding and editorial layouts that aligned perfectly with our annual themes. Her work helped create a polished and engaging experience for conference attendees year after year.”



60-80 Page
Conference
Document



Print Design
Promotional



MARKETING
FOCUSED

West Peak Solutions Website

PROJECT OVERVIEW

Challenge: West Peak Solutions needed a professional website to establish credibility, showcase its technology services, and make it easy for potential clients to understand its offerings and get in touch.

Approach: Designed and developed a clean, modern, and responsive website with a clear content structure, intuitive navigation, and strong calls-to-action. The focus was on creating a professional user experience that reflects the company's expertise and reliability.

Deliverables: Wordpress Website UI/UX design, Responsive website development, Service page layouts, Contact and enquiry forms, Mobile optimisation, Basic SEO setup

Outcome: The new website provides a strong online presence for West Peak Solutions, clearly communicates its services, enhances brand credibility, and supports lead generation through an improved user experience.

INDUSTRY

IT Services and
Office automation

ROLE

- Wordpress Website Designer
- UI/UX Designer

TIMELINE

Completed within 5 days
www.westpeaksolutions.co.za



” We are a fairly new business and our next step was to grow our presence online. We are very happy with our website and our customer base is steadily growing.



Digital
Framework



Website
UI / UX



MARKETING
FOCUSED



PACKAGING AND LABEL DESIGN



Weber

Spice Range Label Designs

PROJECT OVERVIEW

Challenge: Weber required a series of retail-ready spice labels that adhered to established global brand guidelines while clearly differentiating multiple product variants on shelf. The packaging needed to maintain strong brand consistency, communicate product information effectively, and create visual appeal in a competitive retail environment.

Approach: Working within Weber's existing brand framework, I developed label artwork for eight spice variants, ensuring consistency across the range while highlighting each product's unique identity. My involvement extended beyond packaging design to include product photography assistance, image retouching, and the preparation of production-ready artwork for print.

Deliverables: Packaging design for 8 spice product variants; Label artwork creation and layout; Product photography assistance; Image retouching and enhancement; Print-ready production files; Brand guideline implementation across the product range

Outcome: The final packaging was successfully produced and distributed through major retail outlets, creating a cohesive and professional product range that strengthened shelf presence while maintaining Weber's established brand standards.

INDUSTRY

Food Industry
Retail

ROLE

- Lead Designer
- Ensure brand consistency
- Client Liaison
- Manage print process

TIMELINE

1 Week for all 8 spice labels



”Cindy worked seamlessly within our brand guidelines while bringing a creative approach that enhanced and expanded the visual appeal of our spice range.



SPICE BOTTLE
LABEL



PRINT



SALES
FOCUSED



PACKAGING & LABEL DESIGN



Nando's

Commemorative Label

PROJECT OVERVIEW

Challenge: Nando's wanted 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 Chili to the founding of the first restaurant in Rosettenville.

Approach: 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.

Deliverables: A print ready commemorative label.

Outcome: The heritage of the Nando's brand was celebrated and remembered with this special edition peri-peri sauce bottle.

INDUSTRY
FMCG

ROLE
• Packaging & Label designer

TIMELINE
Completed within 1 days



” To celebrate Nando's owners, we commissioned a commemorative label, and Cindy delivered a design that beautifully captured the spirit of the occasion while adhering to our brand guidelines. The final result was exceptional and executed with remarkable creativity and professionalism.



Label
Layout



Print
Design



MARKETING
FOCUSED



EDITORIAL & PUBLICATION



Pole Position Brand & Editorial

PROJECT OVERVIEW

Challenge: Create monthly editorial layouts that showcased motorcycle stock, promotions, and riding gear while maintaining a bold performance-driven brand identity.

Approach: Designed high-impact layouts using strong typography, dynamic imagery, and structured content hierarchy to balance excitement with readability.

Deliverables: Monthly magazine layouts, promotional graphics, print-ready artwork.

Outcome: Produced consistent branded publications that supported customer engagement and promotional campaigns.

INDUSTRY

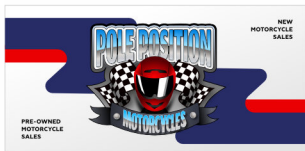
Automotive
Motorcycle Sales

ROLE

- Lead Designer
- Layout Artist
- Manage juniors

TIMELINE

1 Week for creation, every month



» Sales of our motorcycles increased as our brand presence grew with our brand appearing on signage and in the national motorcycle magazine, thanks to Cindy and her team.



PAGE
CATALOGUE



PRINT &
DIGITAL



MARKETING
FOCUSED

The Serial Entrepreneur

Digital Marketing

PROJECT OVERVIEW

Challenge: To create effective brand and promotional campaigns across social media platforms.

Approach: The overall approach was a balanced promotional and value-driven content to grow awareness, encourage participation, create leads for events and strengthen the brand's presence.

Deliverables: Create lead and brand promotion campaigns for social media platforms i.e. Facebook and Instagram.

Outcome: Through targeted promotion of live events and effective lead-generation campaigns, The Serial Entrepreneur brand achieved substantial growth across its social media channels. These efforts helped cultivate a thriving community of entrepreneurs, fostering engagement and connections among like-minded individuals committed to personal and business development.

INDUSTRY

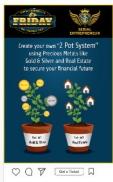
Entrepreneurship
Business Investment

ROLE

- Creative lead and concept designer
- Collaborate with stakeholders to ensure live events ran smoothly

TIMELINE

1 Week for creation, every month



» The content Cindy creates consistently attracts the right audience, helping us generate leads and boost event attendance. We've seen our community of entrepreneurs grow steadily month after month as a result of her work.



Digital
Content



Social Media
Platforms



SALES
FOCUSED



MOTION AND VIDEO



Piiink Training Videos

PROJECT OVERVIEW

Challenge: Create a series of training videos for Piiink, designed to support both agents and their clients in onboarding and platform usage.

Approach: Designed high-impact videos with step-by-step guidance for new users and training made simple for the agents to progress with a better understanding of the roles in the business.

Deliverables: 3 Onboarding videos and 7 Training videos

Outcome: Produced consistent branded videos, which were structured to be practical, easy to follow, and scalable, helping to streamline training.

INDUSTRY

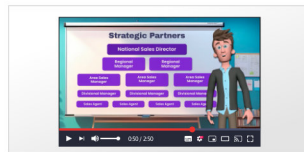
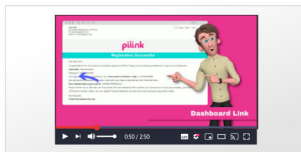
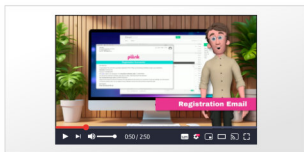
Community program
Coupon and cashback
system

ROLE

- Motion Designer
- Collaborate with stakeholders
- Ensure brand consistency
- Creative lead

TIMELINE

6 months period collaborating
with the Marketing
department



” Our onboarding process has sped up with the easy to understand video process. And the training has help our staff understand all the roles available and their tasks.



DIGITAL
LAYOUT



DEVICE DRIVEN
DIGITAL



MARKETING
FOCUSED



MOTION
& VIDEO

