

JOSEPHINE BARRAULT

GRAPHIC DESIGNER

BRAND, DIGITAL & MARKETING



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📷 josephine_designs_

French EU passport holder

Relocating to France in early 2027

ABOUT

Graphic designer with 4 years' experience across in-house and agency environments, specialising in brand identity, digital design and marketing communications. I build scalable visual systems across social, web, presentations, campaigns and marketing collateral, with experience in fast-paced technology environments.

SKILLS

Software

FIGMA

ADOBE ILLUSTRATOR

ADOBE PHOTOSHOP

ADOBE INDESIGN

ADOBE AFTER EFFECTS

GOOGLE SLIDES

AI DESIGN TOOLS

Capabilities

BRAND IDENTITY & VISUAL SYSTEMS

DIGITAL & SOCIAL DESIGN

CAMPAIGN & MARKETING DESIGN

PRESENTATION & SALES COLLATERAL

ART DIRECTION & CREATIVE STRATEGY

PROJECT MANAGEMENT

EXPERIENCE

GRAPHIC DESIGNER

Engage Video Group

DEC 2023 - PRESENT

- **Own and evolve EVG's visual identity** and brand systems, maintaining consistency across digital, social, web, presentations, case studies, merchandise and other brand touchpoints.
- **Design pitch decks, sales presentations, case studies, templates and one-pagers**, turning complex business and product information into clear, compelling visual narratives.
- **Develop scalable brand guidelines, templates and asset systems** that improve consistency and enable teams to create on-brand communications efficiently.
- **Design social content** across EVG's Foodies of SA brand, podcast brand and company LinkedIn, adapting visual systems and content for different audiences, platforms and brand identities.
- **Work independently across the business**, partnering with marketing, sales and leadership to develop creative from initial brief through to final execution.
- **Design digital and print-ready collateral**, including event materials and merchandise
- Design and build brand websites using **Wix Studio Editor and basic HTML/CSS**
- Use Adobe Creative Suite, Figma, Google Slides and AI-powered design tools to develop and streamline creative workflows.

DIGITAL DESIGNER

Catch + Release (Exclusive to Rain)

JAN 2023 - DEC 2023

- **Created monthly, on-brand social media content** for Instagram and Facebook in collaboration with the social team, developing static and motion-led content designed to engage audiences and stay relevant to current conversations and campaigns.
- Produced large volumes of **digital advertising banners** for campaign launches, translating campaign concepts into a wide range of online formats and sizes while ensuring strong visual consistency across the campaign.

FOCUS AREAS

Brand Identity

Visual identity systems · Brand guidelines · Art direction · Brand consistency

Digital & Social

Social content · Campaign assets · Web design · UI/UX · Digital marketing

Marketing Design

Pitch decks · Presentations · Case studies · One-pagers · Sales collateral

Physical & Production

Print · Merchandise · Event graphics · Production artwork

LANGUAGES

English

Native

French

Fluent (spoken)

REFERENCE

Elaine Erasmus

Previous Manager
at Engage Video Group

laine.erasmus@gmail.com

- **Prepared artwork for out-of-home campaigns**, including billboards and large-format placements such as bus backs, ensuring designs translated effectively across different scales and physical environments.
- **Designed web and app interface assets** for the UI/UX team to utilise.

DESIGN INTERN

Jane Say Design Studio

DEC 2022

Assisted in crafting a logo and packaging design for one of the studio's clients.

EDUCATION

IIE BA IN GRAPHIC DESIGN DEGREE

Vega School, Cape Town

2020 - 2022

A multidisciplinary design degree combining **visual communication, brand strategy, creative thinking and practical design**, with a strong focus on developing concepts and translating them into compelling visual solutions across different media.

ACHIEVEMENTS

2022 Student Gold Pack Finalist

Certificate of Recognition: WPO 2022 WorldStar Student Awards

[LINK TO PORTFOLIO](#)