

CHELSEY BODENHAM

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portfolio: <https://chelseybodenham.co.za>

UI/UX DESIGN GRADUATE

I am a qualified UX designer with an extensive background in UI design, graphic design and social media marketing. I'm driven to provide users with exceptional experiences and to optimise products to increase business value. I'm currently seeking the next step in my career.

SKILLS

User Experience Design
User Interface Design
Figma

Information Architecture
Prototyping
Wireframing

HTML5 & CSS3
Motion Design
Digital Marketing

CAREER EXPERIENCE

South African Hake Longline Association & South African Tuna Association Jan 2023 - Present
Social Media Manager

Managed social media platforms autonomously. Crafted and executed a unified visual brand identity across various social media channels utilizing Photoshop & Illustrator. Tracked social media analytics and generated reports on campaign efficacy. Strategized and implemented content calendars to maintain a regular cadence of engaging posts, customized for diverse platforms and audience demographics.

AlienXo - XOXO Creative Group Mar 2024 - Apr 2024
Marketing Design Intern

Provided creative event concepts, designed promotional materials, coordinated event management, and promoted events through social media and email campaigns. Collaborated with the marketing team to ensure design alignment with marketing goals.

Fish4Africa Sep 2023 - Mar 2024
Digital Marketing Intern

Provided trends research and analytics for various social media platforms

Molimo Maritime Agency Jun 2022 - Dec 2022
Invoicing & Debt Collector

Oversaw the invoicing process on Sage, ensuring timely and accurate creation and distribution of invoices to clients. Implemented proactive strategies to follow up on outstanding payments via email and phone, maintaining consistent communication channels. Managed payment records meticulously using Excel spreadsheets, updating them regularly to reflect current financial statuses. Produced professional certificates to acknowledge payments received.

EDUCATION

National Senior Certificate

Fish Hoek High School | December 2021 (Bachelor's Pass)

Higher Certificate in Digital Marketing

Red and Yellow Creative School of Business | Jun 2023 - Sep 2023 (Distinction)

Higher Certificate in Motion Graphics & Animated Content

Red and Yellow Creative School of Business | Jan 2024 - Jun 2024 (Distinction)

Diploma in UX Design

UX Design Institute | Jun 2024 - Nov 2024

CERTIFICATION

Figma UI UX Essentials

Udemy Certificate - May 2024

Figma UI UX Design Advanced

Udemy Certificate - July 2024

Responsive Web Design Essentials - HTML5 CSS3 Bootstrap

Udemy Certificate - November 2024

REFERENCES

Clyde Bodenham | South African Hake Longline Association & South African Tuna Association

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Wesley Sage | AlienXo - XOXO Creative Group

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Nicolette De Freitas | Fish4Africa

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