

# Ruann Esterhuysen

As a visual communication designer, I turn ideas into solutions across pages, screens, and brands. I'm a designer and artist at heart — curious about how things work and how they can change for the better.

I'm focused on building visual and brand systems that solve real business problems, across print, digital, and physical environments. I design with accessibility, inclusivity, and sustainability in mind. On my mission to make a positive impact, I'm eager to solve real-world challenges and am seeking the opportunity to experience this at Xfacta.

## Experience

**Marketing Design Intern,**  
27four Investment Managers,  
September 2023 – September 2024

Intern under the Brand Marketing Manager at a leading investment management firm with 75 employees across two offices in Cape Town and Johannesburg.

- Managed brand activations and designed personalised materials for 1,500+ clients at 15+ public events, enhancing engagement & brand connection.
- Adapted visual and communication strategies for diverse markets, including Shari'ah-compliant and adherence to industry regulations.
- Conceptualised and produced a three-part animated explainer series, translating complex financial concepts into accessible narratives for social media platforms and website.
- Automated the production of monthly publications and brand materials, streamlining processes by 85% and enhancing consistency across digital and print channels.
- Spearheaded the launch of "our27four" internal newsletter, improving internal comms. and engaged team through a competition and collaborative content development with department heads.

## Skills

Information Design  
Brand Strategy  
Typography  
Packaging Design  
Copywriting  
Design Research  
UX & UI Design  
Motion Design  
HTML & CSS

## Tools

InDesign  
Illustrator  
Photoshop  
After Effects  
Figma  
Generative AI  
Blender  
VS Code

## Education

BA Information Design  
University of Pretoria  
1 year completed  
150 credits, 2022

## Contact

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