

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.

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. Supported branding and marketing projects from ideation to execution, aligning company, culture and vision.

- 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-compliance and adherence to industry regulations.
- 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
PowerPoint

Education

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

Contact

Email →
Portfolio →
LinkedIn →