

Tanyaradzwa Matseketsa

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graphictania



Graphic Design
Visual Communication
& Art Direction

Overview

Passionate and innovative Graphic Designer with over 5 years of experience in crafting visually stunning and effective designs. Experienced in multicultural environments, having lived in Zimbabwe, South Africa, Malawi, Uganda, Zambia, and now Switzerland, enriching communication design practice. Proficient in Adobe Creative Suite, including Photoshop, Illustrator, and InDesign. Skilled problem-solver with a strong work ethic, innate ability to meet deadlines, and a keen eye for detail. Aiming to bring dynamic change to the digital communication field, combining creativity with a drive for high achievement.

Communications Intern

The Fund for development and Partnership in Africa (fepa)

August 2023 - February 2024

- Supported the Managing Director in partner communication for impact-driven initiatives.
- Managed contemporary communication and appearance of fepa during its 60th anniversary year.
- Collaborated on the conception and execution of print and online communication regarding fepa's projects and activities.
- Oversaw project-related communication, including performance reports and result presentations.

Freelance: Graphic Designer, Lalela Retail

August 2021 - 2023

- Led packaging and billboard design projects, demonstrating expertise and creativity.
- Collaborated effectively with colleagues and clients, providing guidance and insights as a lead graphic designer.
- Contributed to copywriting tasks, crafting compelling content for various marketing materials.
- Engaged in website wireframing, conceptualizing and designing user-friendly layouts to optimize online presence.

Freelance: Copywriter & Graphic Design, Vizia Tech

August 2021 - September 2022

- Produced high-caliber designs for product packaging, website listings, and presentations at Vizia Tech Pty Ltd.
- Consistently met deadlines and maintained a strong working relationship, streamlining graphic design and copywriting tasks for the company.

Freelance Contract: Graphic Designer, Spenn Technology

December 2021 - July 2022

- Collaborated with the design team and Art Director to develop student campaigns and social media designs.
- Played a key role in shaping the company's visual identity through impactful photography, reinforcing brand image and resonance with target audience.

**** Education ****

University of Applied Sciences and Arts Northwestern Switzerland (FHNW)

2022 - 2024 (Completed)

MA Digital Communication Environments

Pearson Institute of Higher Education (PIHE)

2017 - 2020

BA Graphic Design

**** Skills ****

Creative Thinking	Adobe Creative Suite
Design Sensitivity	Illustrator/Illustration
Communication Skills	InDesign
Time Management	Photoshop
Collaboration	Book/Editorial Design
Problem Solving	Photography/Videography
Attention to Detail	AI - Artificial Intelligence
Technical Skills	Layout Design
Adaptability	Branding Design
Organizational Skills	Print Design
Project Management	Typography
Innovative Design	Motion Graphics
Leadership skills	UI & UX Designer
	Information Design
	Copywriter

**** Awards ****

*2022

Scholarship Grant for Junior Staff from
Developing Countries

*2020

Top History Student
Top Advertising Student
Top Graduating Graphic Design Student
Loeries Mentorship Programme: Top 75 Creative
Students of 2020 in Africa and the Middle East.

*2017

Top Pre-degree Foundation Programme
Student

**** Languages ****

English	*****	Fluent/Native
French	***	A1
German	***	A1

Work Experience

References

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