

CURRICULUM VITAE



Retshidisitswe Modupe

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EXECUTIVE SUMMARY

I am a highly motivated, ambitious self-starter who always gets the job done and she believes her creative thinking and problem-solving abilities helps every team that she is a part of achieving every goal.

My background includes my current position as Senior Digital Designer at Adclick Africa & Digital Designer at Autotrader for almost 5 years, I've developed and maintained a consistent track record of achieving organizational and individual goals, such as designing and Developing one of our biggest clients' websites. I have particular expertise in Web Designing and leadership, and always strive to maintain a positive relationship with my team and co-workers and to do my best work under tight deadlines and pressure. My creative thinking, leadership, and management skills are critical to every project's ultimate success.

ACHIEVEMENTS:

Completing RACE Digital Marketing Planning - 2020

Promoted to Team Leader - 2016

Student of the year - 2011

PERSONAL INFORMATION

Full Name : Retshidisitswe
Surname : Modupe
Title : Miss
Identity Number : 8710250278088
Date of Birth : 1987-10-25
Gender : Female
Marital Status : Living with a Partner
Dependents : 1
Nationality : South Africa
Home Language : Sesotho
Other Languages : English
Home Address : Albertsdal, Alberton
Driver's License : Code C

SECONDARY EDUCATION

High School : Unicom High School
Grade : 12
Year : 2006

TERTIARY EDUCATION

Institute : ATTI
Qualification : Graphic Design & Web Design Diploma
Year : 2011

Institute : Shaw Academy
Qualification : Digital Marketing Diploma
Year : 2018

ONLINE COURSES

Course	Institute	Year
Race Digital Marketing Planning	Smart Insights	2020
Race Practical Digital	Smart Insights	2020

Strategy		
SEO, Leading People,	UDEMY	2019
UX Design	RED & YELLOW	2016
App Design Course UX, UI And Design Thinking	UDEMY	2019
Beginners Guide To Wireframes	UDEMY	2019
Wordpress SEO	UDEMY	2019
Leadership	UDEMY	2019
Complete SEO Training	UDEMY	2019
Soft skills	UDEMY	2019
Design Theory Blitz: Quickly Understand Great Design	UDEMY	2018
UX Design & User Experience Design	UDEMY	2018
Intro Into Branding	UDEMY	2018
Seo Tutorial For Beginners	UDEMY	2018
Build A Brand On Social Media ,	UDEMY	2018

SUMMARY OF EMPLOYMENT HISTORY

Company	Position	Period
Adclick Africa	Senior Digital Designer	Dec 2019 - Current
Autotrader	Team Leader / Digital Designer	Jul 2015 – Dec 2019
FGX Studio	Developer Support	Nov 2013 – Jun 2015
Ensignt	Customer Technical Support	Nov 2011 – Oct 2013
SAND Studio	Web Designer	Jul 2011 – Oct 2011

DETAILED EMPLOYMENT HISTORY

Company	Adclick Africa
Position	Senior Digital Designer
Date	December 2019 – Current
Reason for leaving:	Company not doing well. Looking for Job Security
Duties: My responsibilities are to take design projects from concept to execution across a wide range of disciplines. <ul style="list-style-type: none"> • Create graphics and layout for print materials, digital advertising, and direct marketing 	

to support brand and marketing campaigns.

- Create illustrations and story-telling elements to support our digital presence.
- Create presentation materials for field events, campaigns, and leadership keynotes with an understanding of how content needs to be adapted for different audiences and venues.
- Be a brand guardian: Ensure consistency and high standards are met across all our collateral and evolve brand guidelines as needed in collaboration with the head of design.
- Be a strong teammate: Work with other designers, developers, marketers, and the sales teams to generate effective design solutions. You're someone who is comfortable both giving and receiving feedback.
- Come with ideas: Understands when there is an opportunity to push the brand in a new direction or can create something different while keeping a close eye on everything in flight to ensure brand consistency, intentional transitions, and that everything is shipped on time.
- Aligns solution options with business goals in mind to ensure all projects are given the right level of effort, time, and consideration based on priorities.

Technology used: Photoshop, InDesign, Illustrator, Fireworks, Bootstrap, Ad words, MS office, Dreamweaver, Wordpress, Joomla/Drupal, HTML5, CSS3, PHP, and JQuery. SEO, Bitrix24, hubspot, Smart Insight, Google Analytics, Google Ads

Company	Autotrader
Position	Team Leader / Digital Designer
Date	July 2015 – Nov 2019
Reason for leaving:	Growth and new challenges
<p>Duties:</p> <p>My responsibilities are creating and delivery a range of cross-platform “digital/print” work i.e. website designs, banners designs, magazine layout design, for the print magazine, as well as to provide direction, instructions, and guidance to her team. Ensure deliverables are prepared to satisfy the project requirements Cost and schedule Help keep the team focused and on track Familiarize the team with the customer needs, specifications, design targets, the development process, design standards, techniques and tools to support task performance Participate in the front end development including; HTML5, CSS3, JQuery, and JavaScript Create bespoke responsive Web Application</p> <p>Technology used: Photoshop, InDesign, Illustrator, Fireworks, Bootstrap, Dreamweaver, Wordpress, Joomla/Drupal, HTML5, CSS3, PHP, and JQuery. SEO, Basecamp, Asana, Evernote, MS office</p>	

Company	FGX Studio
Position	Developer Support
Date	November 2013 – June 2015

Reason for leaving:	Growth and new challenges
<p>Duties:</p> <p>My responsibilities were maintaining and updating new as well as existing client's websites.</p> <p>Maintenance of new & current projects and products in studio</p> <p>General maintenance of websites and other FGX Studios products</p> <p>Assistance on various projects as required General office requirements such as client liaisons etc. Upgrade and improve FGX Products & Systems</p> <p>Technology used: HTML5, CSS3, Bootstrap, JavaScript, WordPress.,Dreamweaver, Photoshop, Bootstrap,perl, PHP, MS office</p>	

Company	Ensign
Position	Professional Services
Date	November 2011 – October 2013
Reason for leaving:	Growth and new challenges
<p>Duties:</p> <p>My responsibilities were designing web campaigns for online initiatives, editorials, emails & banners.</p> <p>Implementation of supplied HTML, Email/SMS sending and reporting. Content page Reporting, Data structuring, Segmentation, Data analysis, data clean up.</p> <p>Implementation of supplied HTML to specified content areas, Content clean up i.e. Folder structure changes and content page moving around.</p> <p>Technology used: Photoshop, Illustrator, InDesign, HTML5, CSS3, wordpress, Dupral and JavaScript, XML, MS office, Basecamp</p>	

Company	SAND Studio
Position	Web Designer
Date	July 2011 – October 2011
Reason for leaving:	It was a temp position for 4 months
<p>Duties:</p> <p>My responsibilities were designing brochures, posters, and emailers.</p> <p>Promotion of websites both organically and using Google and various social networks</p> <p>Enhancing the look, functionality and appearance of a website.</p> <p>Designing websites that are easy and effective to use</p> <p>Technology used: Photoshop, Illustrator, and InDesign. Dreamweaver,HTML5, CCS3, Javascript, JQuery, MS office</p>	

LINKENDIN CERTIFICATIONS

- Graphic Design: Small Business Identity Redesign

- Adobe XD for Designers
- Adobe XD: Design a Website
- Designing and Prototyping a Mobile App with Adobe
- Design Thinking: Customer Experience
- Design Thinking: Understanding the Process
- UX Research Methods: Interviewing
- Customer Experience: Journey Mapping
- Adobe XD Essential Training: Design
- Adobe XD Essential Training: Prototype and Share
- Adobe XD: Prototyping Tips and Tricks
- UX Design: 1 Overview
- UX Design: 2 Analyzing User Data
- UX Design: 3 Creating Personas
- UX Design: 4 Ideation • LinkedIn
- UX Design: 5 Creating Scenarios and Storyboards
- UX Design: 6 Paper Prototyping
- UX Design: 7 Implementation Planning
- UX Foundations: Making the Case for Usability Testing
- UX Research for Agile Teams
- User Experience Insights with Chris Nodder

TOOLS & TECHNOLOGIES

- Bitrix24
- Basecamp
- Asana
- Evernote
- Jira
- WordPress
- HTML5 & CSS 3
- Adobe XD
- Adobe Photoshop
- Adobe Dreamweaver
- Adobe Indesign CC
- Adobe Illustrator
- Google Analytics, Adsense, Adwords
- Bootstrap
- SEO
- Joomla
- MS Office
- Figma
- Google Web Designer
- Bracket
- Adobe Acrobat
- MySQL
- Final Cut Pro

INTERPERSONAL SKILLS

- Customer Service

- Team Management
- Leading Meetings
- Pro-active Leader
- Organizing Meetings
- Work Allocation
- Time Management
- Team Leadership
- Conflict Resolution
- Design Thinking
- User Interface Prototyping
- Creative Skills
- User Journeys
- Brand Guide Design
- Multi-Device Design
- Mobile Web Design
- Hubspot Certification
- Growth Driven Design
- Hubspot Marketing Software
- Smart Insight Certification
- Race Digital Marketing Planning
- Race Practical Digital Strategy

REFERENCES

M R. Franky slimmerts
UTA Tester
071 553 2446
Works with at Autotrader

MR. Alec Maree
Digital Designer
082 557 9535
Works with at Autotrader

MR. Slyde Nikurawu
Account Executive
079 771 2936
Worked with at Ensignt

MR. TK Kawandza
SEO Specialist
082 711 2996
Worked with at FGX studio

MR. Lebo Mokhethi
UI/UX Design Consultant
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Worked with at Autotrader

MR. Fidel Mufudza
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Worked with at FGX studio

MR. Bafana Radebe
Customer Support
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Worked with at Ensignt

SOCIAL MEDIA

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Facebook: <https://facebook.com/TshidiModup3>

Instagram: <https://www.instagram.com/tshidimodupe/>

Twitter: <https://twitter.com/tshidimodupe/>

THANK YOU, I HOPE TO HEAR FROM YOU SOON