

ZANE BADENHORST

GRAPHIC & WEB DESIGNER

+27 71 276 2770

zane@thedezignguy.co.za

Amanzimtoti, KwaZulu-Natal



DATE

August, 2025

PROFILE

Creative Dynamo with 9+ Years of Design Wizardry

Hi, I'm a passionate graphic designer with a love for adventure and a knack for creating visuals that make waves! With over nine years of experience, I've had the privilege of crafting vibrant designs for print, social media, brochures, flyers, business cards, and campaign materials. From dynamic presentations for pitches and conferences to internal graphics and website touch-ups, I'm all about bringing brands to life.

During my time at Adstuff in Durban, I was honored to serve as the sole graphic designer and head designer, working on projects for iconic brands like Heineken, Amstel, Coke, Ola Ice Cream, Peroni, SAB Breweries, and various mall and retail outlets across South Africa. It was an incredible opportunity to contribute to their creative visions and learn from such diverse, high-profile projects.

At Gluedevil, I thrived as the sole graphic designer in a fast-paced environment with tight deadlines and a whirlwind of moving parts. As head designer, I led the charge on all publications, national and cross-border retail signage, marketing materials, expo displays, and in-store sales campaigns. I also spearheaded in-house corporate design and created quirky, impactful product labels that popped on shelves, bringing a bold and playful attitude to every project.

Between 2020 and 2023, while navigating unemployment, I kept the creative spark alive by freelancing on web and graphic design projects. I also had the chance to design activation and marketing materials for Durban Tourism, helping showcase the vibrant spirit of my coastal hometown.

I'm a project management enthusiast, diving into planning, scoping, scheduling, and sourcing materials with ease to keep projects on track. My goal is to support teams in achieving their business objectives with designs that hit the mark. I'm a versatile, self-motivated professional with strong management, computer, and office skills. I adapt to change with a smile, tackle challenges head-on, and manage multiple priorities while delivering top-quality work on time. Whether collaborating or flying solo, I bring energy, creativity, and a seaside-inspired vibe to every project.

Sincerely

ZANE BADENHORST

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PERSONAL INFORMATION

Date of Birth: 22 March 1990
Gender: Male
I.D: 9003225239081
Nationality: South African
Marital Status: Engaged
Languages: English & Afrikaans
Driving License: Valid Code 8
Own Transport: Yes
Health: Excellent
Computer Literacy: Excellent
Availability: 1 month, Negotiable.

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EDUCATION

Certified Adobe Web & Graphic Design

PIXEL CRAFT | 2016

- Design Principles and Fundamentals
Master the basics of composition, balance, typography, and color theory to create visually compelling designs.
- Apple Operating System
Get to grips with the Apple Operating System, the defacto computer used in design studios around the world.
- Adobe Photoshop
Learn advanced photo editing, retouching, and compositing techniques to produce professional-quality visuals.
- Adobe Illustrator
Create scalable vector graphics for logos, icons, and illustrations using shapes, gradients, and typography.
- Adobe InDesign
Design layouts for brochures, magazines, and posters while mastering grids, styles, and prepress preparation.
- Desktop Publishing
Design artwork for digital and offset printing, including spot colors, bleed, and essential print terminology.

Matric

DELMAS HIGH SCHOOL | 2007

Afrikaans | English | Economics | Business Studies | Biology | Geography

ACHIEVEMENTS:

Head Boy

of Boarding School - 2007

Provincial Rugby Colours

for Eastern Transvaal Rugby - Bokkie Week

SKILLS

ILLUSTRATOR

PHOTOSHOP

OPENCART

WEB DESIGN

MS OFFICE

TIME MANAGEMENT

COMMUNICATION

ADAPTABILITY

CRITICAL THINKING

CUSTOMER SERVICE

DECISION MAKING

MANAGEMENT

EVENT PLANING

WORK EXPERIENCE

01

GRAPHIC DESIGNER | FEB 2023-PRE

Gluedevil | Pinetown, KwaZulu-Natal

Reported to Marketing Manager

- Designed all marketing and corporate materials, including signage, posters, catalogues, trade show displays, and magazine publications, ensuring alignment with Gluedevil's CI/branding.
- Created and managed NPD labels and client product artwork from concept to national roll out, adhering to safety data sheets, deadlines, and client/brand guidelines.
- Developed custom product and display boxes for maximum retail impact.
- Collaborated with local and international suppliers to ensure shelf-ready products.
- Managed and designed external marketing campaigns, corporate goodie bags, and event materials for trade shows and work functions.
- Oversaw in-house printing and cutting, prioritizing schedules to support business operations.
- Produced accurate corporate catalogues with full product details, coordinating with printers for national dispatch.
- Supported departments with design requests for team events, meetings, and branch-specific artwork.
- Designed annual branded stationery (pens, diaries, calendars) with unique Gluedevil quotes, meeting pre-December deadlines.
- Liaised with departments to deliver time-sensitive projects, ensuring seamless production and logistics.

02

GRAPHIC DESIGNER & MARKETING | 2017-20

FASTENERS DIRECT (PTY) LTD | Pretoria

- Creating and Implementing marketing strategies.
- Creating new marketing ideas.
- Designing adverts for all marketing platforms.
- IT Relations.
- Designing and managing of the Opencart website and online store.
- Visual merchandising and stock layout.
- Store Floor Planning.
- Organizing open days with suppliers.
- Organizing events to create awareness of the Fats brand.

Termination Reason: Retrenched

(Economic Downturn due to Covid-19 Pandemic)

I invite you to explore my portfolio here:



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



REFERENCES

GLUEDEVIL

Reference: Carla Campbell,
carla@gluedevil.co.za

FASTENERS DIRECT

Reference: Martin Sykora,
+27 082 775 0166

ADSTUFF

Reference: Greg Beyer
+27 082 777 8082

WORK EXPERIENCE

03

DESIGN, PRINTING & APPLICATIONS | 2016 - 17

ADSTUFF CREATIVE MARKETING & REVO KAYAKS | Durban

ADSTUFF:

- Design artwork for projects.
- Manage Printing Department.
- Run project prints and ensure prints are of high quality and to client specifications.
- Ensure prints are applied correctly.
- Plan project process
- Liaise with other departments for progress reports.
- Perform final quality checks on projects before shipping.

REVO KAYAKS:

- Design artwork for kayaks.
- Cut vinyl stencils for spraying process.
- Manage application process of decals.
- Perform quality check after spraying process.

Termination Reason: Relocated to Pretoria

04

MANAGER KZN & EC | 2013 - 16

DELTA BLUE SECURITY | KwaZulu-Natal & Eastern Cape

Locations: Richards Bay, Empangeni, Stanger, Durban, Clairwood, Kokstad, Newcastle, Ladysmith, East London

- Managed operations for nine RTT & Reclamation sites, overseeing 106 armed guards, conducting site inspections, and coordinating high-value escorts to ensure security and efficiency.
- Handled administration, including employee hiring, terminations, and workforce management, maintaining seamless site operations.
- Supported marketing initiatives by contributing to campaign materials and strategies, aligning with company objectives.
- Liaised with clients to address needs, resolve issues, and ensure high satisfaction, fostering strong relationships across multiple locations.

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

Certificates - Adobe Courses



Certificate of completion

Has been presented to:

Zane Badenhorst

On successful completion of the authorized Adobe training course:

Photoshop CC Custom Feb 22, 2016

Date: February 22, 2016

Learning Partner: Pixel Craft (Pty) Ltd

Manosh Seetharam

Instructor

A handwritten signature in black ink that reads "Kim Peretti".

 Kim Peretti
Sr. Director, Adobe Training Services



Certificate of completion

Has been presented to:

Zane Badenhorst

On successful completion of the authorized Adobe training course:

Illustrator CC Training Course (2016)

Date: March 7, 2016

Learning Partner: Pixel Craft (Pty) Ltd

Manosh Seetharam

Instructor

A handwritten signature in black ink that reads "Kim Peretti".

 Kim Peretti
Sr. Director, Adobe Training Services

Certificates - Adobe Courses



Certificate of completion

Has been presented to:

Zane Badenhorst

On successful completion of the authorized Adobe training course:

Indesign CC Training Course

Date: April 22, 2016

Learning Partner: Pixel Craft (Pty) Ltd

Manosh Seetharam

Instructor

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Kim Peretti
Sr. Director, Adobe Training Services



Certificate of completion

Has been presented to:

Zane Badenhorst

On successful completion of the authorized Adobe training course:

Muse CC Training Course

Date: April 21, 2016

Learning Partner: Pixel Craft (Pty) Ltd

Manosh Seetharam

Instructor

A handwritten signature in black ink that reads "Kim Peretti".



Kim Peretti
Sr. Director, Adobe Training Services