

AMEER KRIEL

CREATIVE RESUME

DIGITAL ART DIRECTOR

MULTIMEDIA DESIGNER

SOCIAL MEDIA DESIGNER



Website Portfolio



Behance Portfolio



LinkedIn



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Professional Summary

Creative Digital Art Director & Multimedia Designer with 3+ years of experience delivering scroll-stopping visuals across digital, motion, and and some print platforms. Skilled in brand identity design, motion graphics, social media campaigns, and basic UI/UX principles. Skilled at managing projects from concept to roll-out, working closely with cross-functional teams, and creating assets that boost engagement and drive conversions.

Core Skills & Tools

- **Design & Branding:** Visual storytelling, typography, layout design, brand identity, campaign development
- **Motion & Multimedia:** Motion graphics, 2D animation, video editing & compositing
- **Digital Marketing:** Social media content, paid ads, web banners, conversion-focused creatives
- **Web:** Prototyping (basic), web design, WordPress, Webflow (basic), Figma
- **Software:** Adobe Photoshop, Illustrator, InDesign(basic), After Effects, Premiere Pro, Figma, WordPress (basic) & Capcut



Experience ...Thus far

- **Digital Art Director | 99c Agency | Nov 2023 – Present**

Led digital design for top retail and lifestyle brands (Shoprite, Checkers, Ackermans, Money Market), aligning creative with marketing goals. Delivered cross-platform assets (social, digital, email, print) to boost brand visibility. Produced light motion graphics and video content. Collaborated with cross-functional teams to meet tight deadlines.

- **Multimedia Designer | Guerilla Africa | Jun 2023 – Nov 2023**

Created social media content, brand visuals, and campaign assets tailored for South African TV brands (Channel O & Showmax), social media assets for startup brands and business as well as dynamic video edits.

- **WordPress Web Designer | Jubilee Paint & Procurement (Freelance Project)**

Designed and built a responsive WordPress website with optimized UX and SEO-friendly layouts.

Education

- NQF Level 5 Certificate in 2D Animation | False Bay College | 2019 – 2020
- Digital Marketing & Design | DSM | 2020
- Web Design & UI/UX | Udemy | 2025 (Professional Development Course)