

NADIA MYNHARDT-FERREIRA

SENIOR MULTIDISCIPLINARY DESIGNER

Brand · Digital · Creative Direction

 www.hardtdesigns.co.za

 nadia@hardtdesigns.co.za

 +27 72 823 6578

PROFILE

Senior multidisciplinary designer with over 10 years of experience across brand, digital, and creative design.

I specialise in visual systems, storytelling, and thoughtful design that supports people, products, and culture. My background spans freelance, agency, and in-house environments, with a strong focus on collaboration and consistency across design deliverables.

My work combines visual craft, strategic thinking, and a human-centred approach informed by psychology.

Experienced in remote and cross-functional environments, I bring structure and calm to complex creative work.

SKILLS

Design & Creative Practice

- Brand identity & visual systems
- Visual storytelling & campaign design
- Art direction & concept development
- Digital design (web, social, marketing)
- Internal communications & culture design
- Design consistency across touchpoints

Digital & Tools

- Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects)
- Figma (collaborative UI design & handoff)
- Canva (brand-consistent templates & comms)
- Procreate
- AI-assisted design tools

Collaboration & Ways of Working

- Cross-functional collaboration (design, development, product, marketing)
- Stakeholder communication & alignment
- Remote & async collaboration
- Creative leadership & mentorship
- Strategic thinking & problem-solving

EXPERIENCE

Senior Multidisciplinary Designer

Agile Bridge Software · Pretoria, South Africa (Remote-capable)

Aug 2024 – Present

- Lead design across brand, internal communications, campaigns, and selected client-facing work, ensuring consistency and clarity across all visual touchpoints
- Partner closely with developers, product teams, and leadership to align visual design with strategy, culture, and business goals
- Drive internal rebranding initiatives and evolving visual systems, strengthening brand coherence and storytelling
- Oversee content creation, copy tone, and visual direction across digital and internal platforms
- Champion collaborative ideation and creative problem-solving within a cross-functional, fast-paced environment

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EXPERIENCE (Previous)

Design Lead (Brand & Marketing)

Dotcom Software Solutions · Pretoria, South Africa (Hybrid)

Aug 2018 - July 2024

- Led brand, design, and marketing initiatives across digital and print, supporting both internal teams and external clients
- Developed and maintained brand consistency across campaigns, collateral, and communication channels
- Collaborated with cross-functional stakeholders to translate business needs into clear, effective visual solutions
- Provided creative direction, quality control, and strategic input across marketing outputs
- Supported operational planning and prioritisation within a growing organisation

Digital Designer

Vetro Media · Johannesburg, South Africa (Office-based)

Apr 2017 – Jul 2018

- Designed digital marketing assets and campaign visuals for a range of clients and platforms
- Collaborated with PR, copy, and development teams to deliver cohesive, on-brand digital outputs
- Contributed to concept development and execution within a fast-moving agency environment
- Adapted creative work across multiple formats while maintaining consistency and quality

EDUCATION

Bachelor of Arts (B.A.) — Psychology & Art History

University of South Africa (UNISA) · *In progress (part-time)*

User Interface Design Diploma

UX Design Institute · Dublin (Online) · 2022

Digital Marketing Certificate

University of Cape Town · 2021

Studies in Visual Communication

The Open Window Institute · 2010