

Nadia

Mynhardt-Ferreira

Brand Systems & Digital Designer

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About Me

I am a senior brand and digital designer with experience leading visual systems across digital, print and spatial environments. My work centres on creating considered visual systems while maintaining attention to detail at every touchpoint.

I collaborate closely with cross functional teams and am comfortable working within distributed environments. I value thoughtful execution, clarity and purposeful design that supports both business objectives and human experience.

- Brand system development
- Digital interface design
- Editorial and layout systems
- Cross team collaboration
- Internal and external brand stewardship
- Remote and asynchronous workflow

CV available at:

[Nadia Mynhardt-Ferreira CV Resume.pdf](#)



01 / Dotcom Software

Brand Repositioning & Identity System

Role: Lead Designer — Brand Strategy & Identity Development

CONTEXT

Dotcom Software required a clearer market position as the company expanded its client base. The existing identity lacked alignment across digital and internal platforms. The objective was to redefine the brand narrative and establish a scalable identity system to support consistent growth.



LOGO
EVOLUTION



01 / Dotcom Software

Brand Repositioning & Identity System

Role: Lead Designer — Brand Strategy & Identity Development

CHALLENGE

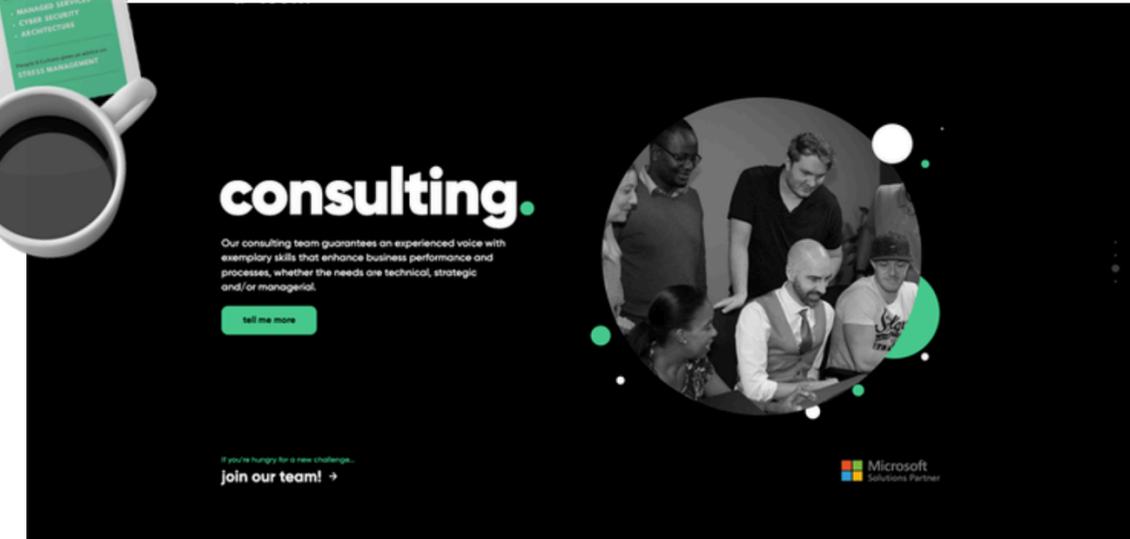
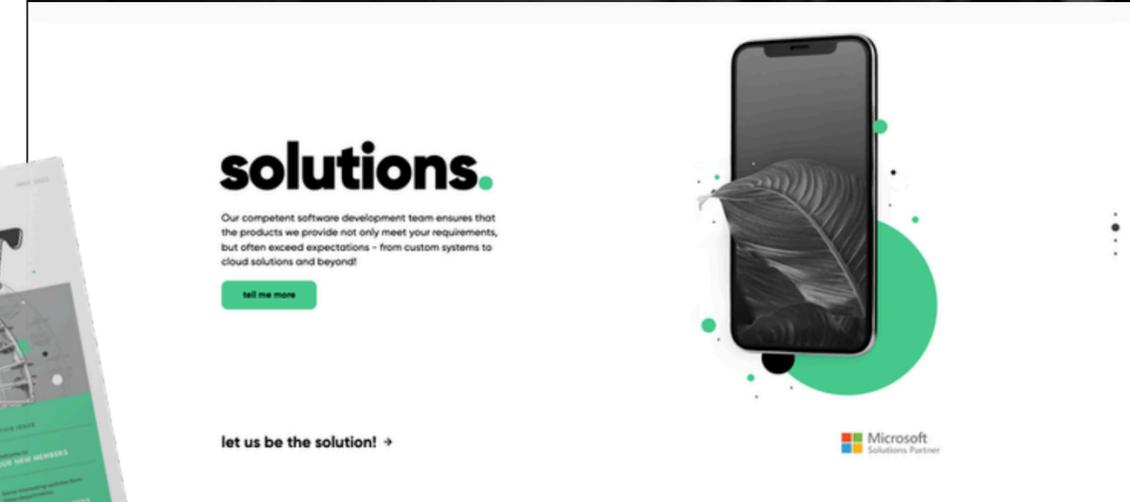
The visual language had evolved inconsistently across platforms and materials. There was no unified framework to guide typography, colour usage or layout, making consistent brand expression difficult.

APPROACH

- Conducted a structured brand audit across existing materials
- Refined the logo to improve balance, clarity and legibility
- Defined a clear typographic hierarchy and colour system
- Developed comprehensive brand guidelines to formalise usage
- Applied the framework across web, internal communications and physical environments

OUTCOME

Established a unified identity system that aligned digital, internal and spatial applications. The refined framework strengthened brand recognition and created a clear foundation for continued growth.



02/ Thrive Atlas

Brand, Interface & Product System Design

Role: Brand & Product Concept — Identity & Interface Design

CONTEXT

Thrive Atlas is a conceptual digital platform designed to support structured self-reflection. The aim was to create a calm, intentional environment where users respond to guided prompts and observe emotional patterns over time.

CHALLENGE

Design a reflective experience that feels grounded and editorial rather than clinical or gamified, while maintaining clarity across interaction, navigation and hierarchy.



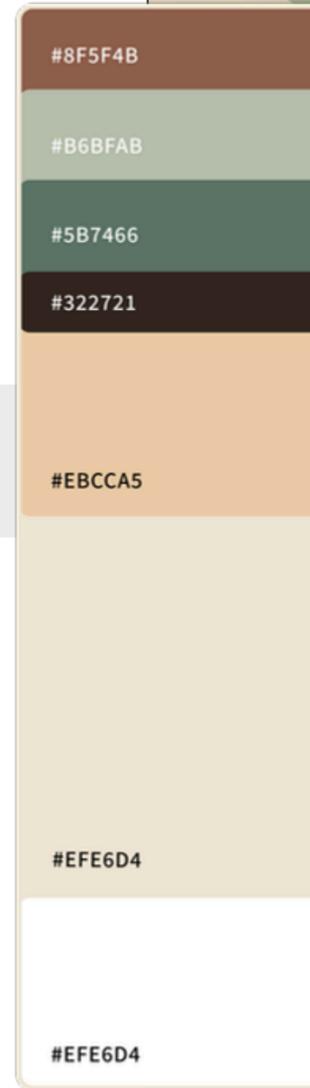
home



reflect



progress

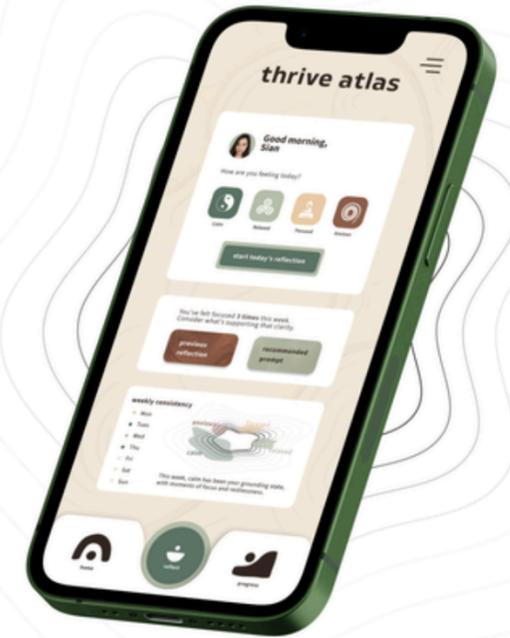


Pause. Notice. Grow.

A guided digital space designed to help you recognise emotional patterns and build awareness through structured reflection.

Begin Reflection

Explore how it works



How Thrive Atlas Works

A considered process for recognising patterns and orienting yourself with clarity.

check in
Select how you're feeling to anchor your reflection.

reflect
Select how you're feeling to anchor your reflection.

patterns
Observe emotional rhythms across time through subtle pattern mapping.

02 / Thrive Atlas

Brand, Interface & Product System Design

Role: Brand & Product Concept — Identity & Interface Design

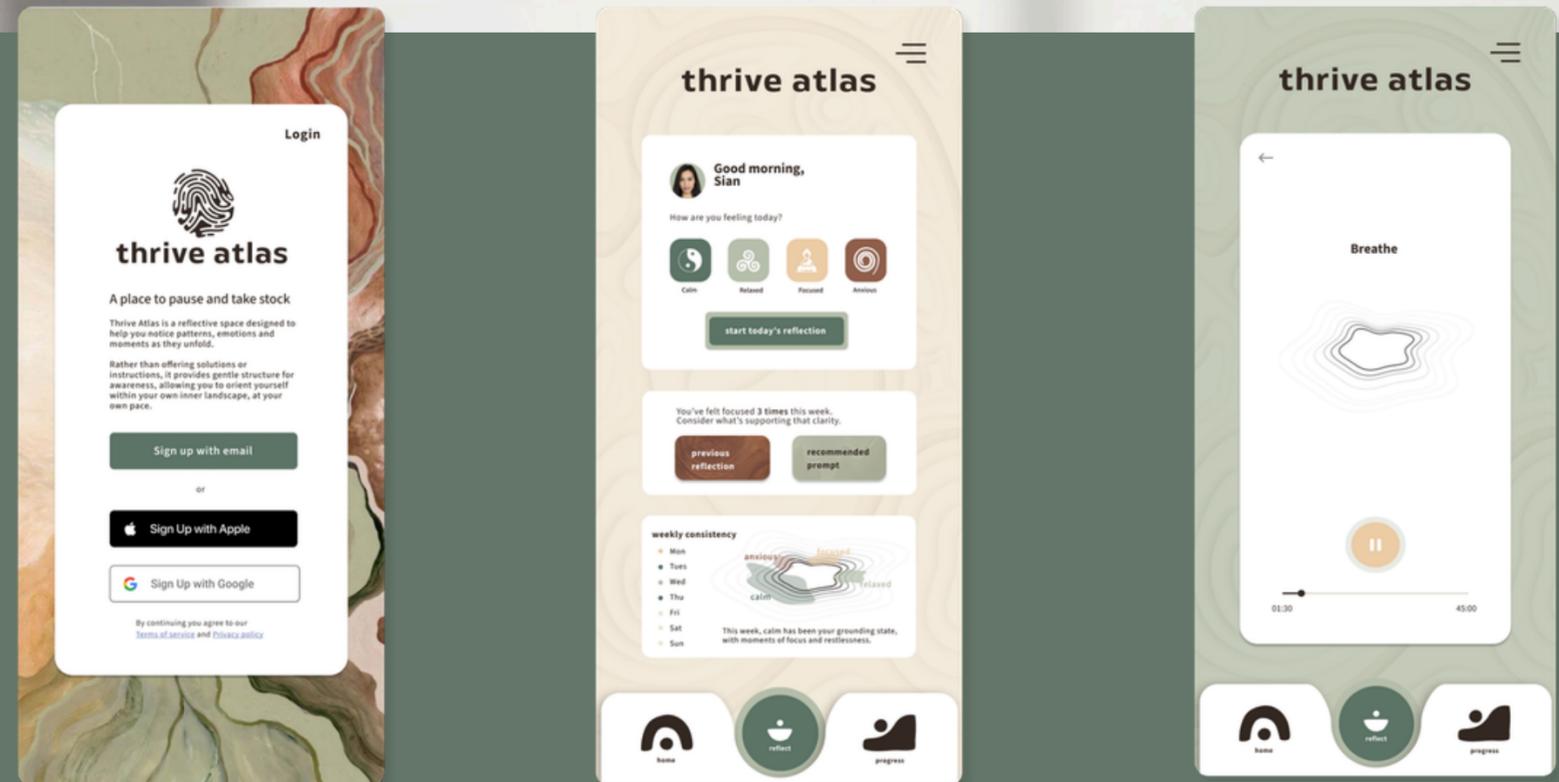
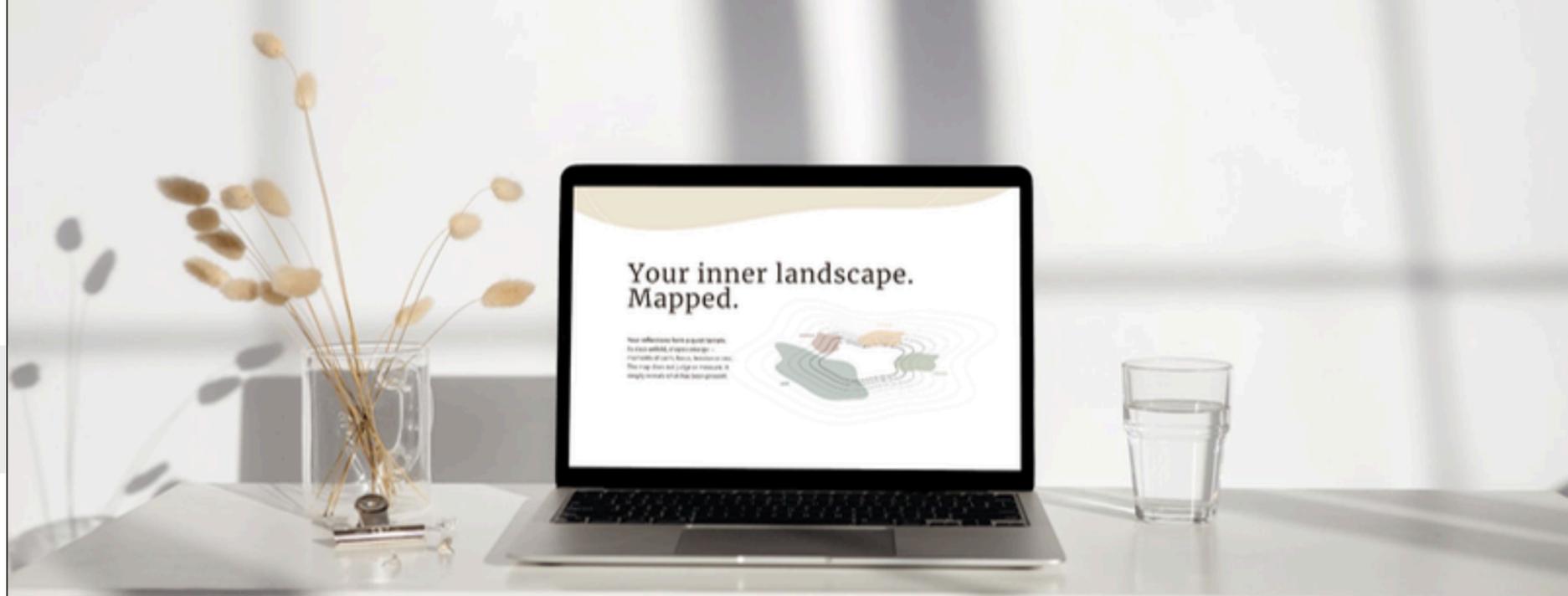
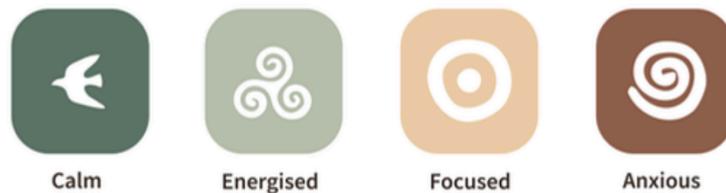
APPROACH

Developed the brand identity and interface system, including colour logic, typography and a scalable component structure. Designed core screens for login, home and guided reflection, alongside a desktop landing layout to demonstrate cross-device consistency.

The visual language draws on topographical mapping and fingerprint forms, reinforcing reflection as a personal and evolving landscape.

OUTCOME

Presented a fully realised product concept demonstrating guided reflection flows, subtle pattern mapping and consistent interface logic across mobile and desktop environments.



03 / Agile Bridge

Brand Governance (Ongoing Role)

Role: Creative Designer — Brand Governance & System Refinement

CONTEXT

Agile Bridge is a culture-driven technology company with a distinctive, character-led identity. As the company grew, the brand required clearer structure to ensure consistency across communications, events and internal materials.

CHALLENGE

The brand had evolved organically over time, resulting in variations in typography, colour usage and character execution. A more defined framework was needed to support consistency while preserving the company's expressive personality.

THE LOGO

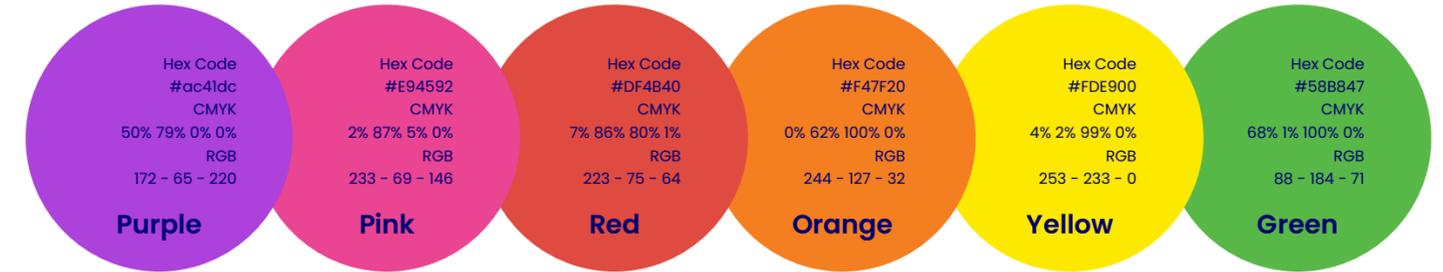


The Logo on light backgrounds



The Logo on dark backgrounds

COLOURS



Blue 1

Blue 3

Primary Gradient Used for backgrounds and some details

Blue 1

Blue 2

Secondary Gradient 1

To be used sparingly

Blue 2

Purple

Secondary Gradient 2

Secondary Colours

The Secondary colours are selected to be used in graphics and designs to emphasise the brand's personality.

TYPOGRAPHY

Poppins

Poppins is a Google Font, which makes it freely accessible. It is known for its legibility and versatility, making it suitable for a wide range of projects.

Bold

ABCDEFGHIJKLMNOPQR
STUVWXYZ

abcdefghijklmnopqrst
uvwxyz

Medium

ABCDEFGHIJKLMNOPQR
STUVWXYZ

abcdefghijklmnopqrst
uvwxyz

Regular

ABCDEFGHIJKLMNOPQR
STUVWXYZ

abcdefghijklmnopqrst
uvwxyz

Light

ABCDEFGHIJKLMNOPQR
STUVWXYZ

abcdefghijklmnopqrst
uvwxyz

03 / Agile Bridge

Brand Governance (Ongoing Role)

Role: Creative Designer — Brand Governance & System Refinement

APPROACH

Consolidated and documented the brand system, refining colour and typographic hierarchies and unifying character styling. Established practical usage guidelines and applied the framework across internal communications, events and digital materials.

GRAPHICS



Characters

Agile Bridge has variety of fun characters, some of which are regularly used and others only on occasion. The primary character is the astronaut.

Style

The graphic style is modern cartoonish, always outlined with Blue 1 and made up of the rest of the brand colours.



OUTCOME

Increased visual consistency across the organisation while preserving the brand's distinctive tone. The refined framework provided a stable foundation for future initiatives

03 / Agile Bridge

Visual Direction & Identity Development

Role: Creative Designer — Brand Governance & System Refinement

CONTEXT

Agile Bridge's annual McConference is shaped by a strategic theme defined by executive leadership. For 2025, the theme "Shaping the Future" focused on innovation and forward-thinking technology.

CHALLENGE

Translate this direction into a cohesive visual identity that could be applied consistently across event communications, schedules and presentation materials.

APPROACH

Developed the core visual direction and event identity, defined the supporting colour and typographic logic, and created a scalable layout system for schedules and presentation templates. Applied the identity across digital screens, printed materials and merchandise to ensure consistency.

OUTCOME

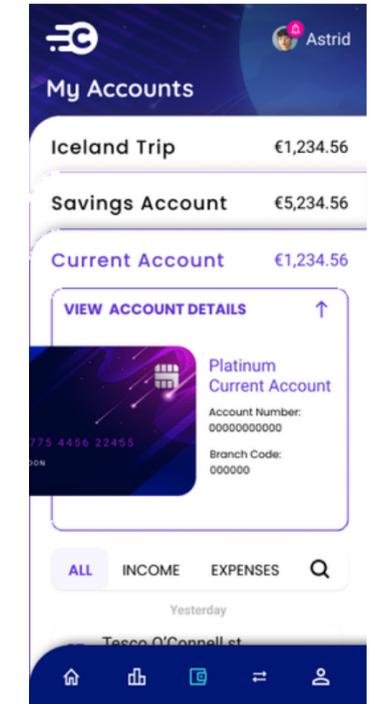
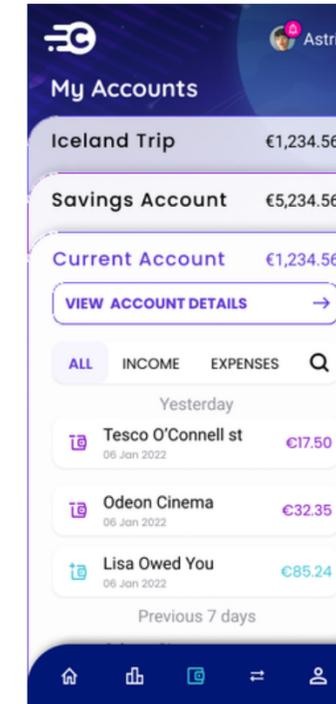
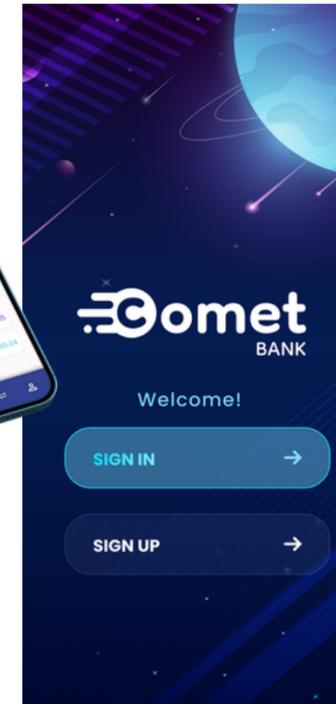
Implemented a unified event identity across digital screens, printed materials and merchandise. The system strengthened brand presence and ensured consistency across physical and digital environments.



04 / Comet Bank

Brand & Interface Design

Role: UI Design — Interface & Component System Development



CONTEXT

Comet Bank was developed as a conceptual UI project exploring modern banking interaction patterns across mobile and desktop platforms.

CHALLENGE

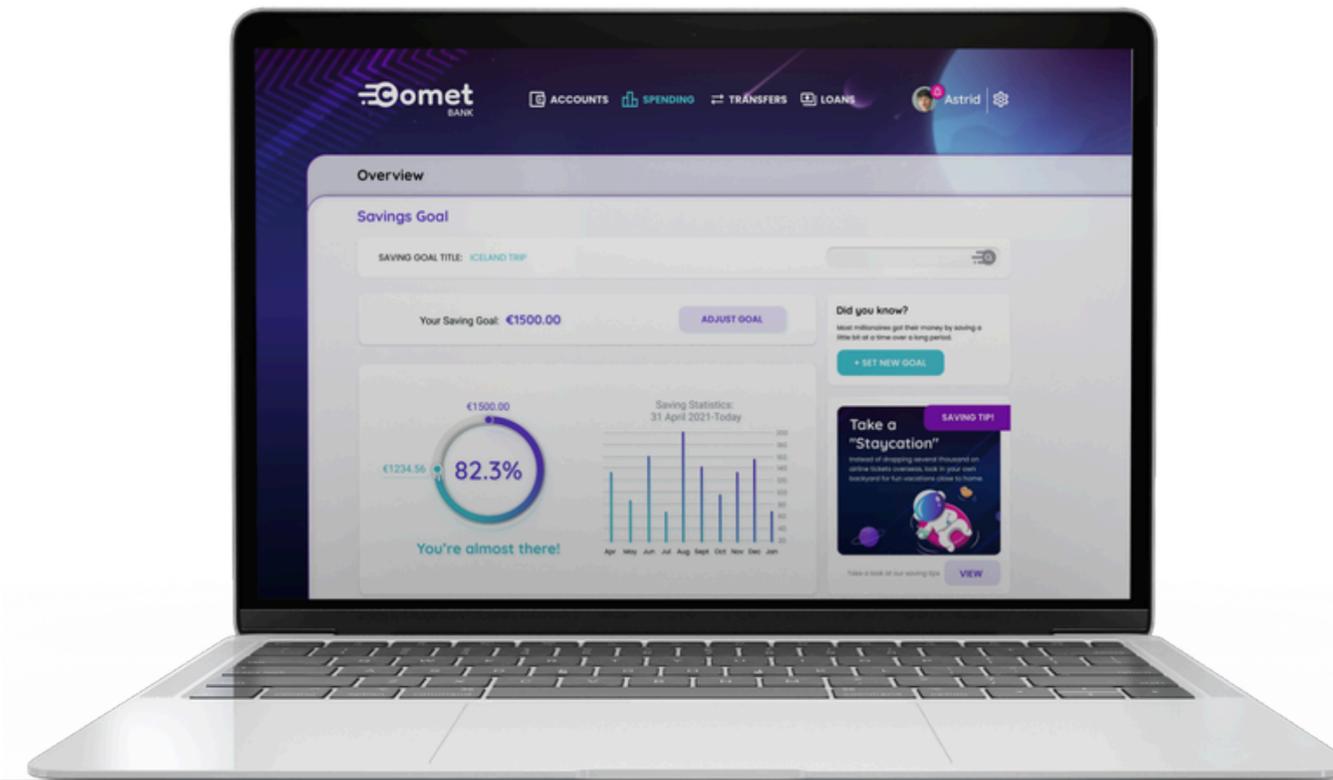
Create a clear and accessible interface for everyday banking tasks, including account overviews, transaction tracking and savings goals, while maintaining consistency across multiple devices.

APPROACH

Defined a cohesive visual system, including colour logic, typographic hierarchy and a reusable component library. Designed core interface elements such as navigation, cards, buttons and account modules, ensuring consistent layout structure and interaction patterns across mobile and web views.

OUTCOME

Developed a scalable multi-device banking interface demonstrating component consistency, visual hierarchy and reusable UI logic.



05 / Wild Oak Financial

Brand Identity Proposal

Role: Brand Identity Development & Visual Direction

CONTEXT

Wild Oak Financial Services was a proposed financial advisory business seeking a refined and trustworthy brand presence. The objective was to develop a visual identity that conveyed stability, professionalism and long-term growth.

CHALLENGE

Create a distinctive identity within a traditionally conservative industry, balancing modern simplicity with a sense of heritage and strength.

APPROACH

Developed multiple logo concepts inspired by the symbolism of the oak tree, refining typographic direction and mark integration. Explored structured colour palettes grounded in natural tones to communicate stability and longevity.

OUTCOME

Presented a refined identity proposal demonstrating logo versatility, colour logic and application direction across print and digital contexts.

WILD OAK
FINANCIAL SERVICES (PTY) LTD



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