

Monique *Meintjes*

MULTIDISCIPLINARY DESIGNER

Brand · Digital · UI/UX · Campaigns · Editorial

Johannesburg, South Africa
Working with global clients and teams

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/ INTRODUCTION

Design that *connects the parts.*

I'm Monique Meintjes, a Johannesburg-based multidisciplinary designer working with global clients and teams across technology, cybersecurity, travel, hospitality, healthcare and lifestyle.

My work spans brand identity, graphic design, UI/UX, websites, campaigns, presentations and editorial communication. I'm particularly comfortable with projects that contain a lot of information and need a clear, consistent visual system across several formats.

Available for senior design roles, international remote opportunities, hybrid positions in Johannesburg and selected freelance projects.

CAPABILITIES

- **Brand and Visual Identity**
Systems, marks, editorial voice
- **Digital and UI/UX**
Responsive product design across devices
- **Campaign and Marketing Design**
Concept, art direction, rollout
- **Editorial and Presentation Design**
Long-form documents and decks
- **Motion and Multimedia**
Short-form video and animated assets

Selected Work

Five flagship projects, followed by a short section of more work across healthcare, travel, hospitality and editorial.

01	Lexcy	UI/UX · CYBERSECURITY PLATFORM	04 - 05
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04	Roxstar Group	MULTI-BRAND DIGITAL AND TRAVEL ECOSYSTEM	10 - 11
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01 UI/UX · CYBERSECURITY PLATFORM

Lexcy

OVERVIEW

Lexcy is a cybersecurity platform designed across desktop, tablet and mobile. I contributed to the interface design in collaboration with another UI/UX designer and a multidisciplinary development team.

PROBLEM

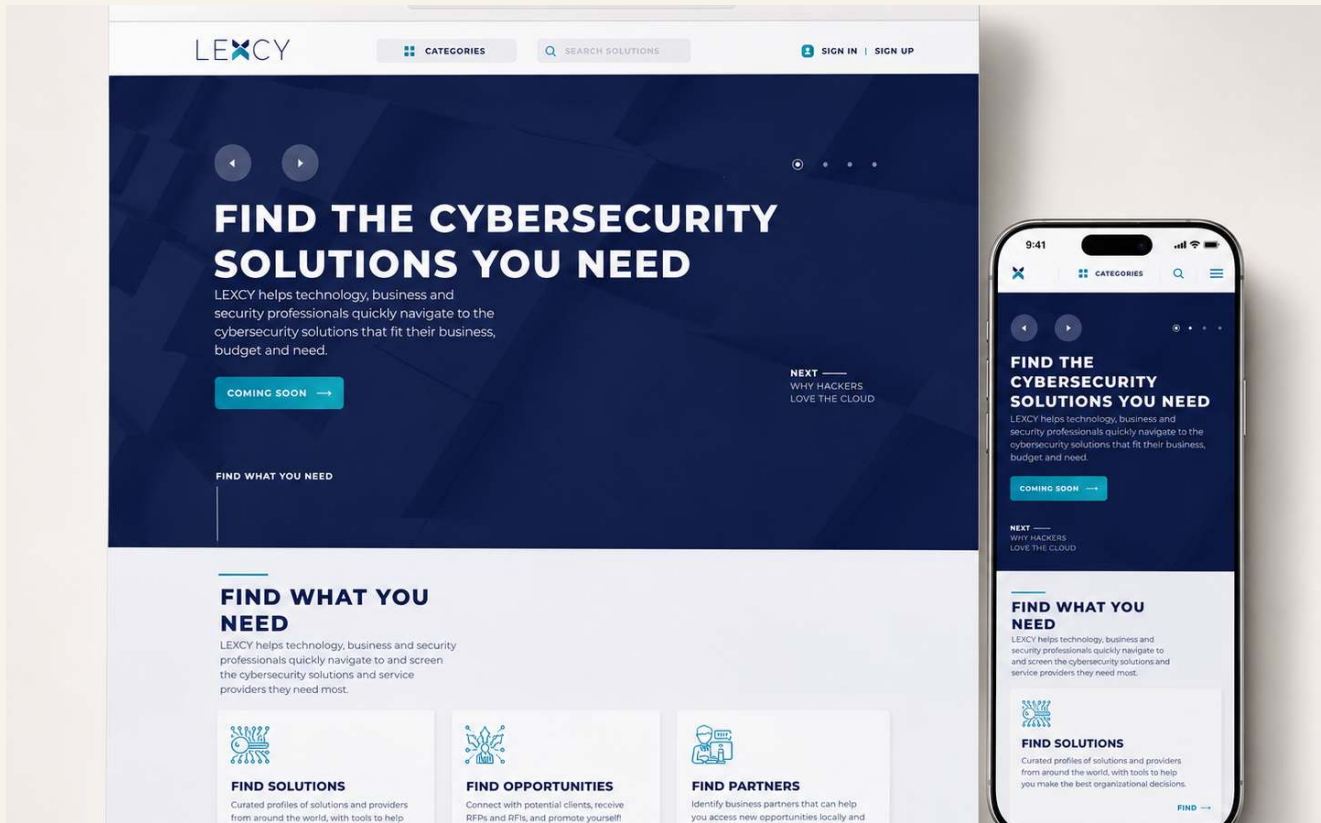
The platform needed to present complex cybersecurity information in a way that remained clear across different screen sizes, user needs and technical requirements. The interface also had to remain consistent enough for developers to build and extend efficiently.

ROLE

UI/UX Designer working alongside another UI/UX designer, front-end developers and back-end developers.

DELIVERABLES

Responsive interface design
Desktop, tablet and mobile layouts
Reusable components
Developer collaboration



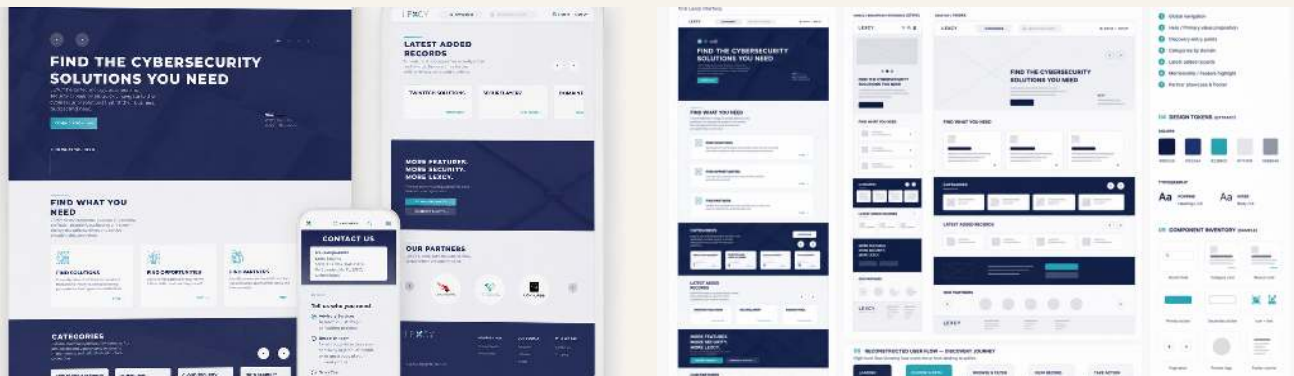
SOLUTION

I contributed to responsive layouts, visual hierarchy and reusable interface patterns that supported both usability and development. The system was designed to adapt across devices while keeping key actions, information and navigation easy to understand.

REFLECTION

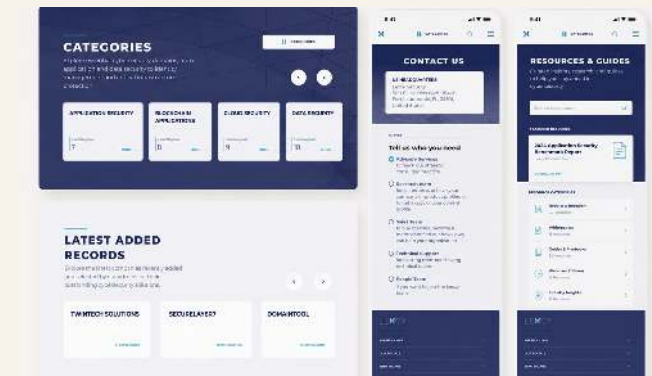
The project strengthened my understanding of responsive product systems, component consistency and the value of close collaboration between design and development.

DESKTOP PLATFORM - LEXCY



RESPONSIVE SYSTEM

WORKSPACE



COMPONENTS

02 BRAND IDENTITY · DIGITAL · CYBERSECURITY

Catalisto

OVERVIEW

Catalisto is a cybersecurity business for which I worked across brand, digital, campaign and technical communication from October 2022 to April 2026. The work included a full visual rebrand and its extension across the company's wider digital presence.

PROBLEM

The business needed a more recognisable identity that could communicate technical credibility while standing apart from predictable cybersecurity branding. The system also had to work across detailed technical documents, websites, campaigns and presentation material.

ROLE

Graphic Designer and UI/UX Designer · October 2022 to April 2026

DELIVERABLES

Brand identity
Website and UI/UX
Campaigns
Technical documents
Presentation and editorial design



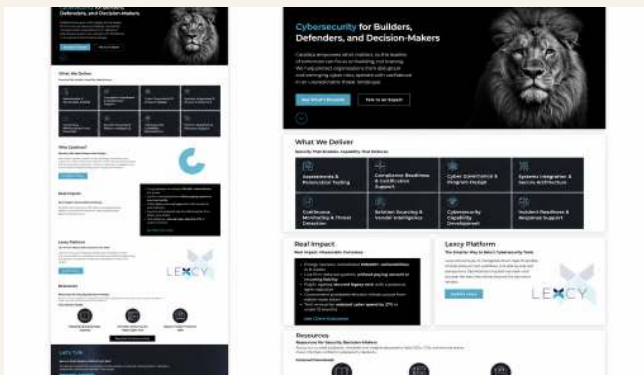
PREDATOR SYSTEM - CATALISTO-BLUE EYE

SOLUTION

A distinctive predator-based visual system was developed using dramatic monochrome imagery and a single Catalisto-blue eye. The system extended into website design, technical booklets, campaign material and selected experimental brand applications.

REFLECTION

The project demonstrated how one recognisable creative device could support both high-impact campaign imagery and detailed technical communication without weakening the brand's credibility.



WEBSITE



APT BOOKLET



EXTENDED APPLICATION

03 HOSPITALITY BRAND · WEBSITE · TRADE COMMUNICATION

Unyati Safari Lodge

OVERVIEW

Unyati Safari Lodge is an accessible safari property near Kruger National Park, offering safari tents, chalets and group accommodation. I worked across the identity, website and practical trade communication.

PROBLEM

The existing communication felt fragmented and did not present the property, its location or its offering clearly. The challenge was to elevate the presentation without positioning the lodge as something it was not.

ROLE

Brand, Graphic, Digital and UI/UX Designer

DELIVERABLES

Brand refresh
Responsive website
Location communication
Fact sheet, rates
Email and social campaigns



SOLUTION

I developed a more structured visual system across the refreshed identity, website, regional location communication, fact sheet, rate material, email campaigns and social content. The design focused on atmosphere, accessibility and practical clarity.

REFLECTION

The project required balancing a more premium presentation with an honest representation of the lodge's actual market position and guest experience.

WEBSITE HERO



IDENTITY



LOCATION MAP



FACT SHEET & RATES

Roxstar Group

OVERVIEW

Roxstar involved a connected ecosystem of consulting, bespoke travel, retreats and high-value hospitality sales communication across Roxstar Global Consulting, Roxstar Travel and Tabula Rasa Retreats.

PROBLEM

Each offering had a different audience and purpose, but still needed to feel connected to the wider business. The digital and sales material also had to communicate detailed travel, property and event information without becoming visually dense.

ROLE

Brand, Digital and Campaign Designer

DELIVERABLES

Website design
Sales presentations
Property marketing
Travel itineraries
Email campaigns



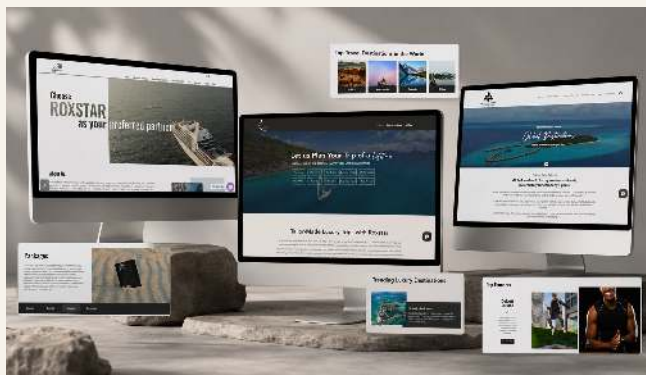
SOLUTION

I created distinct digital experiences and supporting campaign systems for each brand, including websites, luxury sales decks, property marketing, itineraries and newsletters. The visual direction shifted according to the audience while preserving a consistent level of polish.

REFLECTION

The work strengthened my approach to managing distinction within a multi-brand ecosystem and designing premium communication for different audiences without making every brand look identical.

VILLA MARKETING – ROXSTAR



MULTI-BRAND WEBSITES



SALES DECK



CAMPAIGN MAILERS

05 FOUNDER-LED BRAND AND PRODUCT CONCEPT

DSRT

OVERVIEW

DSRT is a self-initiated fashion and lifestyle concept exploring how a visual identity can extend into product design, production documentation and campaign communication.

PROBLEM

The challenge was to create a recognisable brand from the ground up and then translate the creative direction into garments, technical specifications and visual applications that could support eventual production.

ROLE

Founder and Creative Designer — self-initiated concept

DELIVERABLES

Brand identity
Apparel systems
Tech packs
Product concepts
Campaign direction



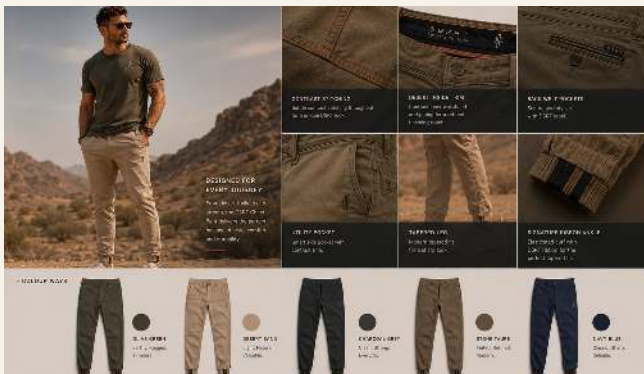
SOLUTION

I developed the identity, apparel direction, colour-blocking systems, garment concepts, technical packs and campaign visuals. The work connects creative direction with practical product documentation.

REFLECTION

DSRT helped me explore the relationship between brand identity, product thinking, technical production requirements and commercial presentation.

DSRT CAMPAIGN · FOUNDER-LED CONCEPT



APPAREL CONCEPT



TECH PACK

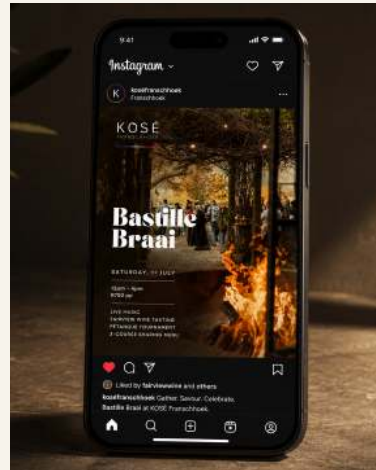


PRODUCT CONCEPT

/ MORE WORK

More Work, *Smaller Stories*

Focused projects that show additional range across healthcare, travel, hospitality, editorial and campaign design.



Metabolic

HEALTHCARE BRAND & COMMUNICATION

Brand, campaign and patient communication including delivery vehicle branding, clinic displays, healthcare booklets, service material and a supplement catalogue.

ArtHaus

TRAVEL & EXPERIENCE COMMUNICATION

Presentation, social and collaboration material for an experience-led travel brand, including destination decks and hospitality campaign assets.

Kosé Franschhoek

HOSPITALITY CAMPAIGNS & EDITORIAL

Two social campaigns and a sales presentation for a farm-based dining experience in the Franschhoek Winelands.

Uurpan Safari Lodge

HOSPITALITY DIGITAL & PRINT

A website, visitor review booklet, environmental banners and restaurant menu created for a safari lodge.

Fynbos Golf & Country

EVENT EDITORIAL & HOSPITALITY COLLATERAL

A tournament booklet and restaurant menu created for Fynbos Golf & Country Estate.

/ EXPERIENCE

Experience

Akilanga

2026 - PRESENT

Graphic Designer / Marketing & Digital Content Designer

Design and marketing work across destination management, travel and hospitality brands, including websites, campaigns, brochures, rates, fact sheets, social content, presentations and video assets.

Catalisto LLC

OCTOBER 2022 - APRIL
2026

Graphic Designer / UI and UX Designer

Brand, digital, UI/UX, campaign and technical communication for cybersecurity businesses and platforms serving global clients.

Independent

JUNE 2020 - PRESENT

Freelance Graphic Designer / Brand & Digital Designer

Brand, digital, editorial and campaign work for global clients across travel, hospitality, healthcare, technology, lifestyle and professional services.

Previous Career

≈ SEVEN YEARS

Teacher / Educator

A background that developed my ability to structure complex information, understand different audiences and communicate ideas clearly.

EDUCATION

B.Ed — Intermediate & Senior Phase
University of South Africa · 2015

Diploma — Graphic Design
One Education · 2022

Advanced Diploma — UI/UX Design
One Education · 2022

Advanced Diploma — Digital Marketing
One Education · 2022

Master Class — Graphic Design
Udemy · 2020

PRACTICE

Six years of design practice across brand, digital, UI/UX, campaigns and editorial. Comfortable with information-dense projects and consistent visual systems across formats.

/ TOOLS

Tools & Contact

TOOLS

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe Premiere Pro

Adobe After Effects

Figma

WordPress

Elementor

Canva

Mailchimp

Brevo

Zoho Campaigns

ChatGPT

Midjourney

Runway

Microsoft Office

Google Workspace

Available for senior design roles, international remote opportunities, hybrid positions in Johannesburg and selected freelance or contract projects.

CONTACT

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CV

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THANK YOU FOR READING

— *Monique*