

# Monique *Meintjes*

SENIOR GRAPHIC DESIGNER & UI/UX  
DESIGNER

SIX YEARS OF PRACTICE · BRAND ·  
UI/UX · DIGITAL · CAMPAIGNS

● AVAILABLE FOR THE RIGHT OPPORTUNITY



# I improve brands — through *design systems,* *stories and interfaces.*

I'm a multidisciplinary designer working across brand, UI/UX, websites, digital campaigns and visual communication. My work combines clear thinking, strong visual direction and an understanding of how people engage with information across digital and physical touchpoints.

## CAPABILITIES

- 01 Brand identity and visual systems
- 02 UI/UX and digital product design
- 03 Website design
- 04 Campaign and social-media design
- 05 Editorial and marketing collateral
- 06 Hospitality and travel communication
- 07 Technical information design
- 08 Motion and multimedia

/ INDEX

# Selected *works.*

Five detailed projects across cybersecurity, hospitality, luxury travel and fashion — followed by five smaller stories, each on their own page.

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# 01

UI/UX · DIGITAL PLATFORM · CYBERSECURITY

# Lexcy

## *Responsive UI/UX for cybersecurity discovery*

Lexcy is a cybersecurity discovery platform that helps businesses and professionals find relevant solutions, opportunities and partners within one structured experience. I worked as one of two UI/UX designers, collaborating with front-end and back-end developers to create responsive layouts across desktop, tablet and mobile.

YEAR  
2022-2026

INDUSTRY  
CYBERSECURITY

ROLE  
UI/UX DESIGNER

STATUS  
LIVE BETA

### KEY CONTRIBUTIONS

- Information architecture
- Discovery journeys
- Responsive interface design
- Category and record components
- Visual hierarchy
- Development-ready layouts

CHALLENGE

LEXCY · PLATFORM OVERVIEW

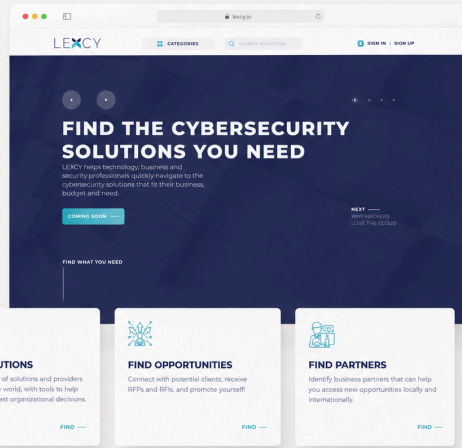


LEXCY

START BY INTENT.  
DISCOVER WITH PURPOSE.

LEXCY helps technology, business and security professionals quickly navigate to the cybersecurity solutions that fit their business, budget and need.

- 1. CHOOSE YOUR PATH**  
Start by selecting what matters most to you.
- 2. EXPLORE WITH CONFIDENCE**  
Access curated solutions, opportunities, and partners tailored to your goals.
- 3. TAKE ACTION**  
Connect, evaluate, and move your cybersecurity initiatives forward.



THREE PATHS. ENDLESS POSSIBILITIES.

Whether you're looking for the right solution, new business opportunities, or trusted partners—LEXCY helps you get there.

DISCOVERY JOURNEY



RESPONSIVE SYSTEM

# 02

BRAND TRANSFORMATION · UI/UX · CYBERSECURITY

# Catalisto

## *Cybersecurity rebrand and communication system*

A full rebrand transforming a colourful identity into a more professional, trustworthy and internationally consistent brand system. The new direction introduced a black, white and Catalisto-blue palette, stronger typography, structured layouts and a distinctive predator-image system featuring one Catalisto-blue eye.

YEAR

2022

INDUSTRY

CYBERSECURITY

ROLE

LEAD DESIGNER

SCOPE

BRAND · WEB · PRINT

### KEY CONTRIBUTIONS

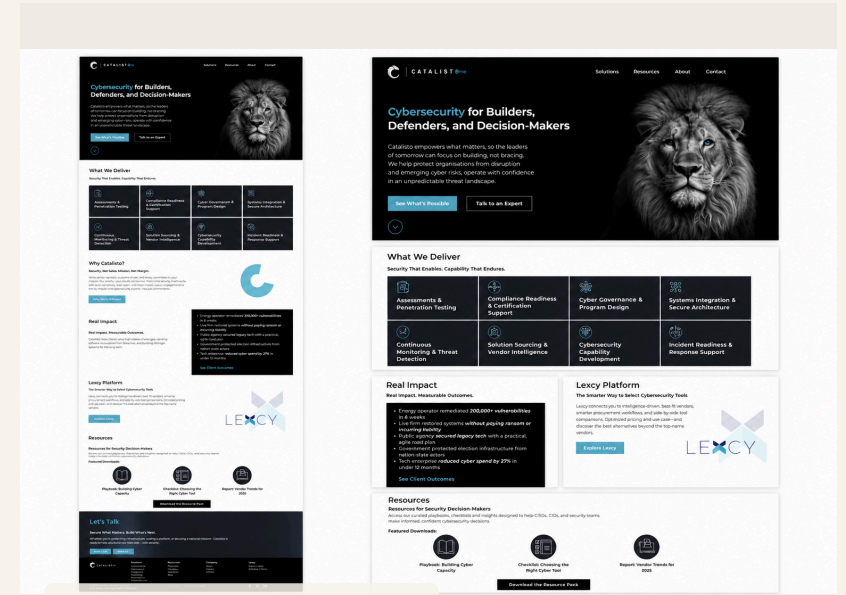
- Complete visual rebrand
- Website and UI/UX design
- Predator and blue-eye art direction
- APT booklets
- Technical briefs and presentations
- International skateboard series
- Campaign and social-media design
- Training and event applications

/ TRANSFORMATION

The rebrand created a scalable identity that works across websites, technical publications, campaigns, events and merchandise.



PREDATOR SYSTEM · BLUE-EYE



CATALISTO.COM · INTERFACE



APT · SKATEBOARD SERIES

# 03

BRAND TRANSFORMATION · WEB DESIGN · HOSPITALITY

# Unyati Safari Lodge

*Hospitality brand and digital transformation*

A connected hospitality brand system created for a safari lodge near the Malelane Gate of the Kruger National Park. The work included identity development, website direction, trade collateral, rate communication, newsletters, social media, photography direction and physical brand applications.

YEAR

2023-24

INDUSTRY

HOSPITALITY

ROLE

LEAD DESIGNER

SCOPE

BRAND · WEB · TRADE

## KEY CONTRIBUTIONS

- Brand refresh
- Logo development
- Website structure and direction
- Responsive layouts
- Trade fact sheet
- Rate documents
- Location and map communication
- Email and social-media design
- Uniform branding

CHALLENGE

**BRAND IDENTITY**



**UNYATI**  
KRUGER • MALELANE

**LOGO ELEMENT**



Inspired by the open Lowveld landscape and the shelter of a marula tree.

**COLOUR PALETTE**

					
BURNT CLAY #D44F27	SAND #B4A08a	STONE #92C58b	EARTH #5C9356	CHARCOAL BROWN #3C2A23	CHARCOAL #111111

**TYPOGRAPHY**

**NEXA**  
BOLD / HEADINGS  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
SEMIBOLD / SUBHEADINGS  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**AVENIR**  
BOOK / MEDIUM  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**IDENTITY · BRAND**

UNYATI · HOSPITALITY



**AT A GLANCE**  
Designed for groups / Year series & fit

**KEY STATS**

- 45 Rooms
- 6 Cottages
- 108 Campsites

**LOCATION**  
Malelane, Kruger National Park

**ACTIVITIES**  
Game drives, Hiking, Fishing, Horse riding, Bird watching, Cultural tours, etc.

**EXPERIENCES**

**SAFETY HIGHLIGHTS**

**ACCESS**

**COMMUNITY**

**RATES OVERVIEW**

Room Type	Rate	Rate	Rate	Rate	Rate
Standard Room	120	150	180	210	240
Deluxe Room	150	180	210	240	270
Family Room	180	210	240	270	300
Cottage	250	300	350	400	450
Campsite	10	15	20	25	30

**TRADE & RATES**

# 04

LUXURY TRAVEL · WEB DESIGN · MULTI-BRAND SYSTEMS

# Roxstar Group

*Multi-brand luxury travel ecosystem*

A connected digital and marketing system created across Roxstar Global Consulting, Roxstar Luxury and Tabula Rasa Retreats. The work included three new websites, social media, promotional video, newsletters, editorial lookbooks, marketing collateral and structured databases.

YEAR

2024-25

INDUSTRY

LUXURY TRAVEL

ROLE

LEAD DESIGNER

SCOPE

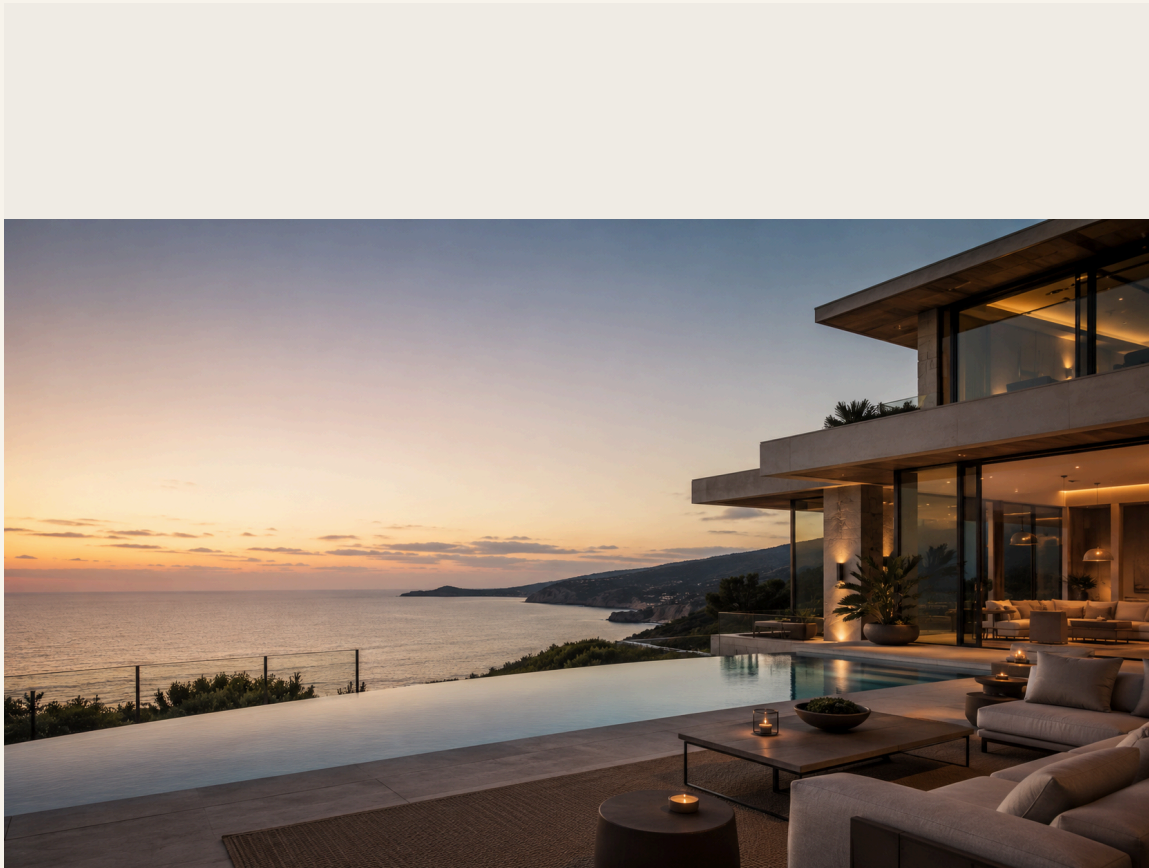
THREE BRANDS

## KEY CONTRIBUTIONS

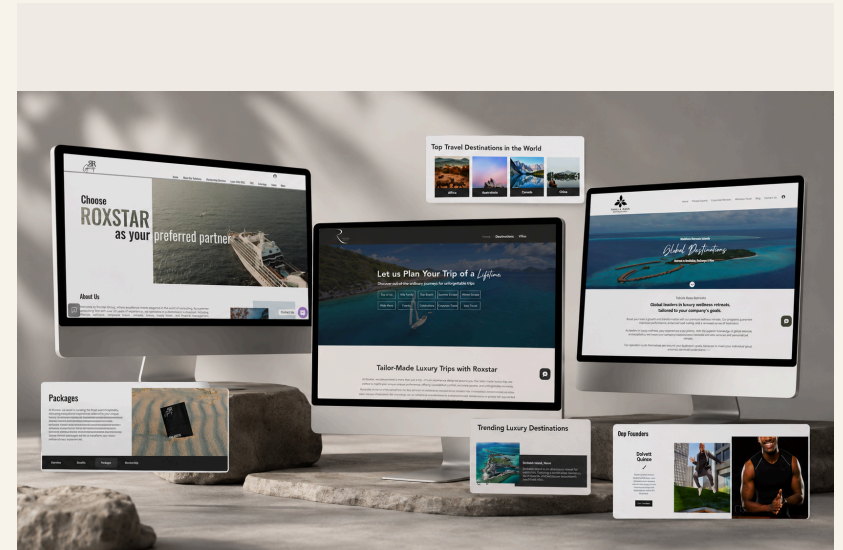
- Three new websites
- Multi-brand digital design
- Responsive layouts
- Information architecture
- Social-media systems
- Promotional video
- Email newsletters
- Editorial lookbooks
- Marketing collateral
- Database structure

/ DESIGN STATEMENT

Each business required its own identity and audience journey while maintaining one connected standard of quality across the group.



ROXSTAR LUXURY · FLAGSHIP



THREE WEBSITES



NEWSLETTERS & MAILERS

05

SELF-INITIATED · FOUNDER-LED

BRAND STRATEGY · FASHION · CREATIVE DIRECTION

# DSRT

## *Founder-led fashion and brand development*

DSRT is a fashion and lifestyle brand concept built around contrast, minimalism and desert-inspired visual direction. The project extends beyond identity and apparel into marketing strategy, influencer management, supplier relationships, operational databases and launch planning.

YEAR  
2025 - ONGOING

INDUSTRY  
FASHION / LIFESTYLE

ROLE  
FOUNDER · CREATIVE DIRECTOR

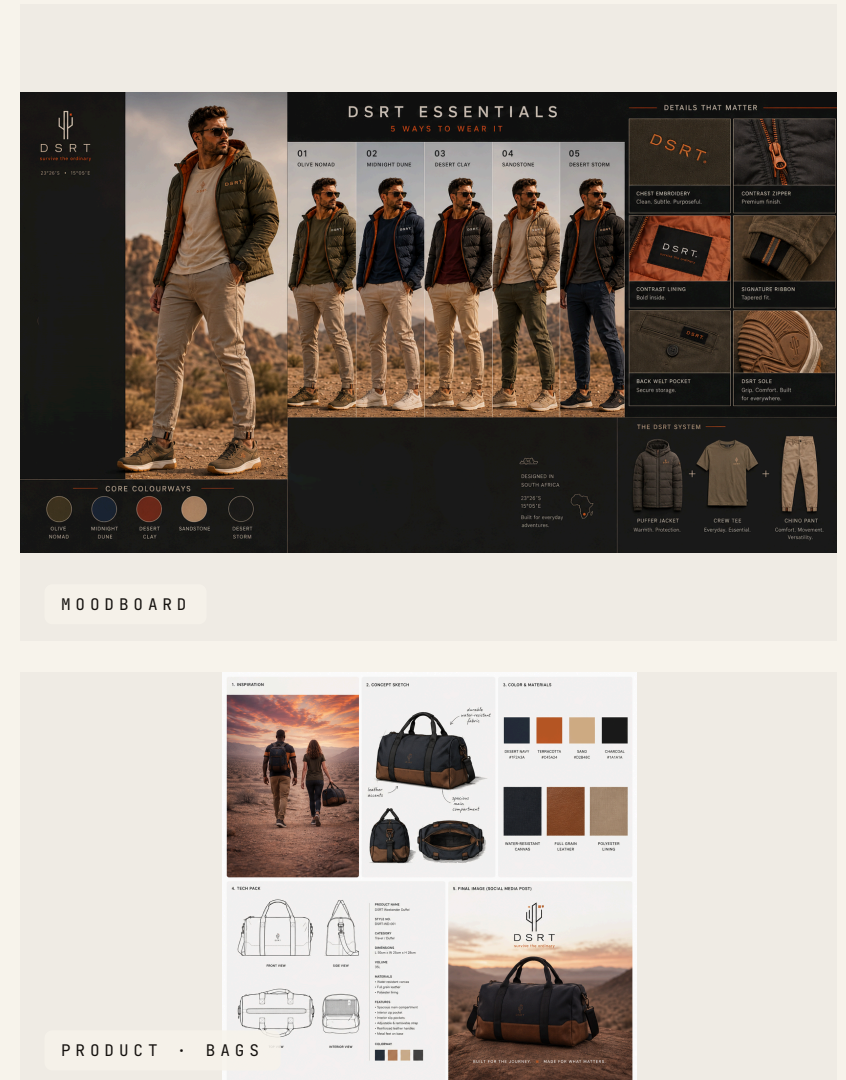
STATUS  
IN DEVELOPMENT

### KEY CONTRIBUTIONS

- Brand strategy and positioning
- Logo and orange-square identity
- Apparel and womenswear concepts
- Creative direction
- Marketing strategy
- Influencer-management framework
- Supplier research and relationships
- Product-development workflow
- E-commerce and launch direction

/ CONCEPT

Building the visible brand and the commercial systems behind it at the same time.



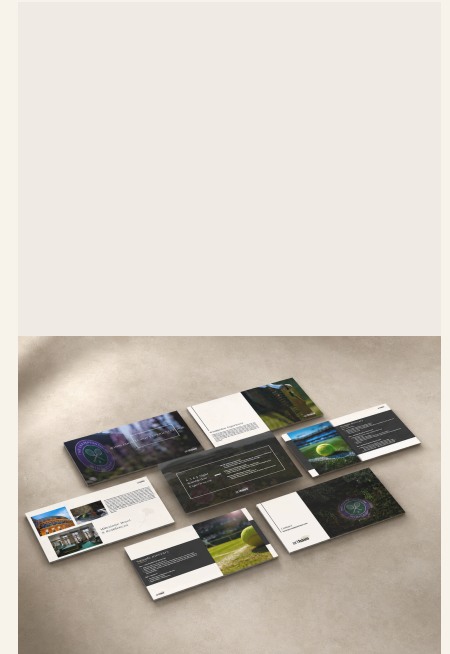
# ArtHaus

TRAVEL AGENCY · WEB · CAMPAIGN

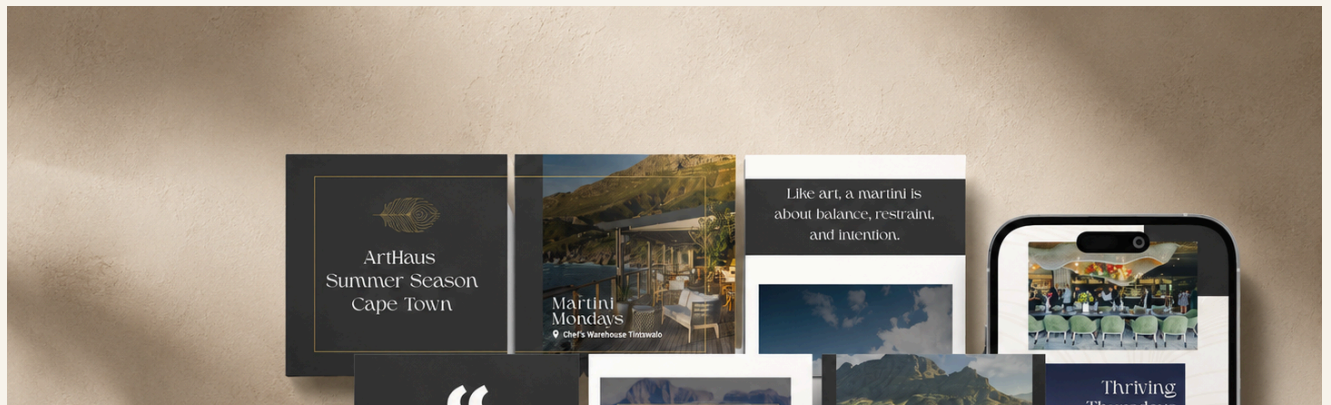
Website direction, social-media systems and campaign design for an experience-led travel agency specialising in personalised journeys and hospitality collaborations. The work established a refined, editorial visual language across web and marketing.



WHISKY HAUS · CAMPAIGN



WIMBLEDON · CAMPAIGN



ArtHaus  
Summer Season  
Cape Town

Martini  
Mondays  
Chefs Warehouse Tintswalo

Like art, a martini is  
about balance, restraint,  
and intention.



Thriving  
The d...

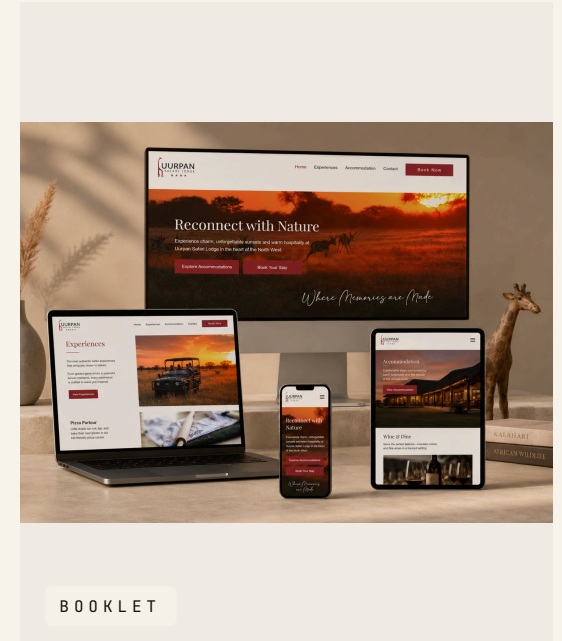
# Uurpan Safari Lodge

HOSPITALITY · EDITORIAL · MENU

A connected hospitality communication system for a boutique safari lodge — website, editorial booklet, promotional banners and menu design created to work together across guest and trade touchpoints.



WEBSITE



BOOKLET

## DELIVERABLES

- Website design
- Editorial booklet
- Promotional banners
- Menu design

## ROLE

Lead Designer



BANNERS



MENU

# Fynbos Golf & Country Estate

EDITORIAL · HOSPITALITY · BOOKLET

An editorial booklet and menu system presenting the estate, lifestyle and offering through a refined, clearly structured reading experience with a warm forest-green palette.

## DELIVERABLES

- Editorial booklet
- Menu design
- Typography system

## ROLE

Designer · Editorial



BOOKLET



MENU

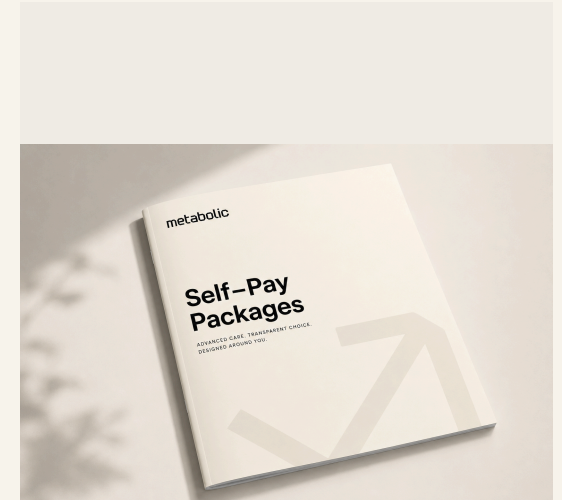
# Metabolic

REBRAND · VEHICLE BRANDING · PRINT · DIGITAL

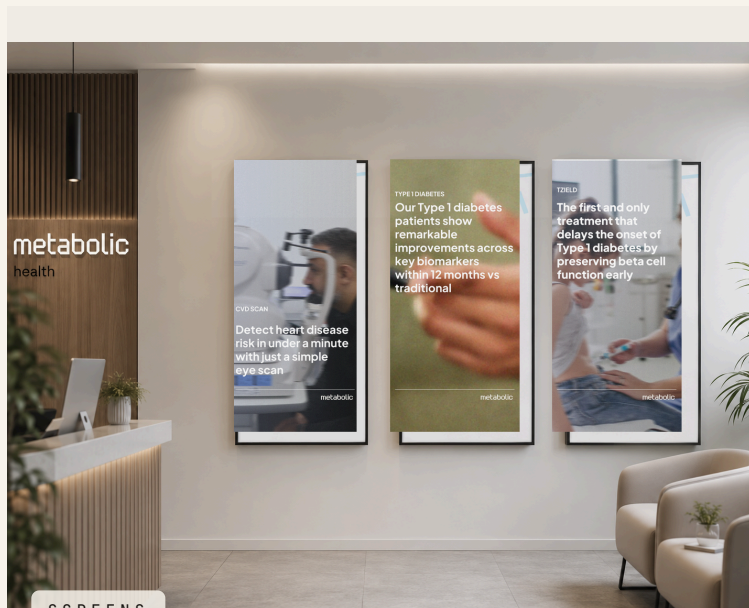
A brand transformation extended into a distinctive public-facing delivery-bike application, alongside an editorial booklet, screen system and printed collateral.



DELIVERY BIKE



BOOKLET



SCREENS



COLLATERAL

## DELIVERABLES

- Rebrand and identity
- Vehicle branding
- Editorial booklet
- Digital screens
- Printed collateral

## ROLE

Lead Designer

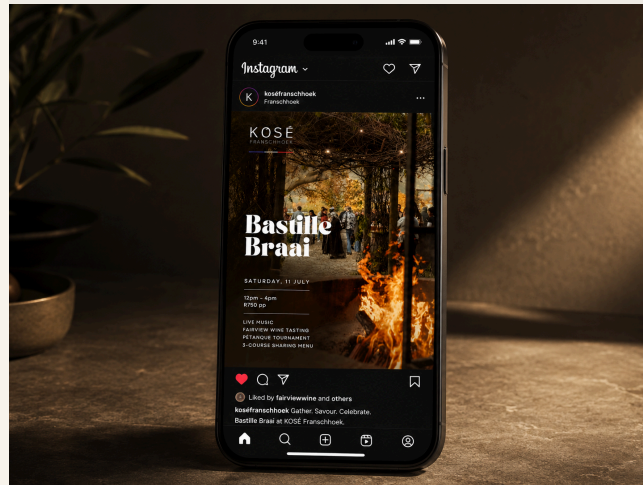
10 · MORE WORK

2024

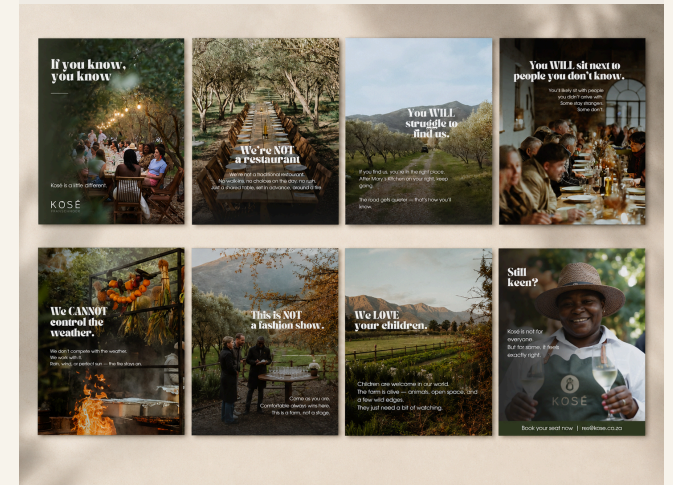
# KOSÉ

HOSPITALITY · EXPERIENCE · MENU

Food, wine and hospitality communication for a curated Winelands braai and wine-tasting experience — presentation collateral, menu design and campaign visuals working as one system.



BASTILLE



NOT-US



/ CAPABILITIES

# Skills & *qualifications.*

## BRAND & VISUAL IDENTITY

- Brand strategy
- Logo development
- Visual systems
- Art direction
- Brand guidelines

## UI/UX & DIGITAL

- Information architecture
- User journeys
- Wireframing
- Interface design
- Responsive design
- Prototyping
- Accessibility & usability

## CAMPAIGNS & COMMUNICATION

- Digital campaigns
- Social media
- Email design
- Editorial layouts
- Presentations
- Technical communication
- Marketing collateral

## MOTION & CREATIVE TECH

- Video editing
- Motion graphics
- AI-assisted workflows
- Image direction

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## QUALIFICATIONS

- Bachelor of Education
- Diploma in Graphic Design
- Advanced Diploma in UI/UX Design
- Advanced Diploma in Digital Marketing

## SELECTED TOOLS

- Adobe Illustrator · Photoshop · InDesign
- Figma
- Adobe Premiere Pro · After Effects
- Midjourney · Runway

/ CONTACT

# Let's create work that is clear, distinctive and *built* *for the real world.*

I'm open to senior graphic design, multidisciplinary design, UI/UX, brand and multimedia opportunities  
— including international remote and considered hybrid roles.

● AVAILABLE FOR THE RIGHT OPPORTUNITY

DIRECT

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