

MORGAN TRACY KLARER

Graphic Designer

morgan@divergentgraphics.com • Setubal Portugal

Dynamic and versatile Freelance Graphic Designer and Social Media Marketer with experience in both design and marketing roles. Creative design team member experienced in harnessing technical and creative abilities for diverse projects. Collaborates with multidisciplinary teams to complete quality work according to budget and schedule goals. Skilled in WordPress, Communication, Presentation Skills, Adobe Creative Suite, and Content Management.

PROFILES

LINKEDIN

[linkedin.com/in/morgan-tk](https://www.linkedin.com/in/morgan-tk)

ONLINE PORTFOLIO

<https://portfolio.divergentgraphics.com>

SKILLS

- Basic HTML & CSS
- WordPress, Google Ads, and digital marketing strategies
- Adobe Creative Suite
- Desktop Publishing
- visual communication and branding
- Corporate Identity
- CorelDraw
- Social Media Marketing
- Excellent time management and organizational abilities
- Motion Graphics
- Website Design
- Graphic Design
- Creative thinking and problem-solving
- Effective interpersonal and communication skills
- Social media graphics
- Branding strategies

EDUCATION

DIPLOMA MULTI-MEDIA & GRAPHIC DESIGN

DAMELIN, 2018 - 2021

- Graduated with Distinction

CERTIFICATE ANIMATION

THE ANIMATION SCHOOL, 2014

Maya Software - 3D Animation

MATRIC

ST BENEDICTS, 2006

IEB Matric Exemption (A

Levels/European Baccalaureate)

CERTIFICATIONS

- Diploma in Multimedia and Graphic Design
- Certificate in 3D Animation

WORK EXPERIENCES

DIGITAL MARKETER AND GRAPHIC DESIGNER | CONTRACTOR, 06/2022 - 05/2024 PCMNOW & FOXYHOME, Oakville Canada

- Demonstrated ability to deliver creative solutions across various platforms while effectively managing design projects and exceeding client expectations.
- Fostered effective communication with clients to understand their design needs and deliver tailored solutions.
- Collaborated with clients to develop compelling visual content, including branding materials, advertisements, and digital marketing assets.
- Utilized Adobe Creative Suite, including Adobe XD, Lightroom, After Effects, Premier Pro, Illustrator, Photoshop, Indesign and Adobe Animate, to create engaging animations and graphics for web, print and social media platforms.
- Implemented effective design strategies to enhance brand identity and increase audience engagement by 10%.
- Managed multiple projects simultaneously while meeting strict deadlines and maintaining high-quality standards.
- Designed engaging brochures, banners and signs for printing.
- Created quality, high-res digital image files for use in digital and traditional printing methods.
- Used Photoshop and Lightroom Classic to edit, retouch and colour-correct photos to task specifications.
- Used HTML and CSS to develop and optimize client websites.

GRAPHIC DESIGNER | FREELANCER, 2021 - 2022

ALOHOMORA MARKETING, Randburg Johannesburg

- Created visually stunning designs for clients across 7 industries, for Social Media.
- Social Media Post Design
- Social Media Advert Design
- Mastered Adobe Creative Suite to support design work and image editing needs.
- Produced digital advertising to showcase products and heighten brand engagement.

GRAPHIC DESIGNER | INTERN, 2020

MINUTEMAN PRESS KYALAMI AND STUDIO 5, Kyalami Johannesburg

- Assisted in creation of print materials, including business cards, flyers, and brochures, adhering to client specifications and design requirements.
- Holistic Print Management.
- Created quality, high-res digital image files for use in digital and traditional printing methods.
- Created artwork for senior designers, following brand guidelines and project-specific requirements.

PERSONAL ASSISTANT | ADMIN CLERC, 2015 - 2022

JOHANNESBURG CHILD ADVOCACY FORUM, Braamfontein Johannesburg

- Provided administrative support to organization's leadership team.
- Book Keeping
- Data Capture
- Errands

REFERENCES

References Available upon Request