



www.lucyprimmer.com  
hello@lucyprimmer.com  
Johannesburg  
+27 72 251 9898  
English first language

*Hi there!  
I'm Lucy Primmer.*

*I'm a highly creative  
graphic designer  
seeking a freelance  
contract.*

*With 6 years freelancing  
experience, I have  
learned how to be an  
innovative and  
organised graphic  
designer with an ability  
to contribute to a team  
as well as be proactive  
in adding value.*

*I have a proven track  
record of idea  
generation, attention to  
detail and ability to  
solve problems quickly  
and efficiently.*

## EDUCATION

 Graphic Design for Print  
Short Course  
City Varsity

 Copy writing for a Digital World  
Short Course  
AAA School for Advertising

 Bachelor Degree Fashion & Design  
LISOF

 Cost & Management Accounting  
Short Course  
University of Cape Town

## CAREER

### Sweet Equity Investments 15 (Pty) Ltd

Contract Graphic Designer - June 2023 - Currently

*This property management company first brought me on to redesign their logo and brand identity for corporate stationery then later asked me to improve the designs on their catalogues and presentations for shareholders.*

- Redesigned their logo and built a corporate identity for their formal documents like letterheads and email signatures.
- Photographed properties and edited photos.
- Created catalogues for their property portfolio.
- Design quarterly portfolio presentations for shareholders.

### CleanLabSA

Freelance Graphic Designer - November 2020 - June 2024

*This cleaning services business first briefed me for logo and branding services. As their business services grew, they requested more graphics and illustrations for their website and social media campaigns.*

- Developed logo and branding design for website, social media, adverts and staff uniforms as per clients brief.
- Designed and delivered embroidery of logo for staff uniforms.
- Edited photos to clients specifications and developed compelling graphics for use on website and social media.
- Designed custom illustrations for online product range, resulting in a 70% increase in user engagement.

### Momentous Travel

Freelance Graphic Designer - June 2018 - February 2020

*Momentous Travel is a tourism business that was about to expand into Madagascar and required a full brand strategy that aligned with their current portfolio of destinations of Victoria Falls, Kruger National Park and Cape Town's Garden Route.*

- Briefed to optimise images for use on web and social media.
- Create and design graphics, such as logos and fav icons, for the portfolio of destinations in order to tie the portfolio together.
- Illustrate maps of tours around Madagascar.
- Provide graphic support like email signatures and letterheads for other departments such as customer service, sales, and marketing.
- As there was a deadline for the launch of the new Madagascar tour website there were other team members involved in the project, like the website developer, marketing manager and director that collaboration, feedback and project management were key.

## SKILLS & COMPETENCIES

### Adobe Illustrator & Affinity Designer

Colour Theory

Logo Design & Branding

Social Media Design

Website Design

Layout Design

Product and Packaging Design

### Adobe Photoshop & Affinity Photo

### ChatGpt, Midjourney & Meta Ai

Photography

Photo Retouching

### Sketching & Illustration Techniques

Graphic Illustrations

Map Recreation

Fashion CADs

Pen/Pencil/Watercolour Sketches

### Canva, Notion & Trello

### Microsoft Excel

Create Pivot Tables

Clean Data & use CSV Files

Data analysis and reporting

### Microsoft Powerpoint

Powerpoint Presentation Design

Visual Design Concepts

Graphic Design Strategies

Research, analysis, and reporting

### Logic & Critical Thinking

Market Research

Trend Forecasting

Pattern Recognition

Cross-functional Collaboration

Project Management

Filing and organising

Creative Problem Solving

Art Direction

### References:

Johnny Pedro Nunes  
Managing Director  
Sweet Equity Investments 15 (Pty) Ltd  
jpnadacosta@gmail.com  
+27 82 524 8640

Jonathan Hackner  
Co-Founder and Joint CEO  
Netflorist  
jhackner@netflorist.co.za  
+27 82 777 9974

## CAREER CONTINUED

### Netflorist

Print Production Supervisor - May 2016 - March 2018

*Netflorist is South Africa's largest florist and gifting e-commerce store. I joined to assist (at the time) the 2 man team to develop and grow the "Personalisation" print production department that was 2 months old.*

- Within 2 years we grew the department from 3 to 34 staff members as well as scaled production of orders from 900 to 18000 per month (+2000%) within 2 years.
- Defined strategic priorities and planned an achievable roadmap.
- Personally built user-centred cost estimation models for 9 printer machine types that improved the actual stock usage to quoted usage by 40% and reduced out-of-stocks by 25%.
- Gather data to develop and design quarterly roadmap presentations for director and manager.

*Part of my role was to R&D packaging and printing methods for new products as well as design illustrations that the Category Managers would brief for the products they wanted to launch.*

- Designed illustrations for a variety of new ranges for special occasions.
- Designed the launch of teddy tins, 3 years later after multiple relaunches (designed by others) my original launch illustrations still contributed 68% of sales revenue.
- Redesigned packaging for nappy cakes which increased sales by 54%.
- Redesigned Plush toys that increased the Baby department sales by 114%.
- Coordinated and collaborated with cross-functional team to achieve targeted launch dates for special occasions.
- During an importing crisis(container and fabric shortage) before our Valentines Day rush I coordinated a local CMT team to update locally sourced stock with a love theme in time for Valentines Day.

*2016 - Received Best Team Award for the team I supervised from the directors and managers.*

*2017 - Received Best Employee Award in Personalisation and Bakery department from the directors and managers.*

*2018 - Received Duct Tape award from team.*

*- President of my Team's 'Birthday Club' - Ensured for team members birthdays, occasions and last day that I had gathered a kitty from other team members, managed cashflow, delegated buying and decorating desks to the whole 'Birthday Club' team.*

## REFERENCES

*"From a personal perspective, Lucy is extremely hard working, dedicated, ethical and loyal ... Working late into the evenings and over many weekends to achieve deadlines and targets was the norm.*

*I am only aware of positive comments from her direct Manager, colleagues and different departments she interacted with...*

*It has been a pleasure to have worked with Lucy and I am able to make this letter of reference without any reservations."*

*- Jonathan Hackner  
Co-Founder & Joint CEO of Netflorist*