

# KARABO MOTHIBE

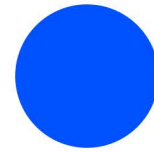
## DIGITAL PICASSO

A highly talented, driven and flexible graphic designer with a proven record of delivering creative and innovative design solutions. Developing project from inception through production to final delivery.

*Future Award Winning Digital Designer*



[kdmothibe.wixsite.com/porty](http://kdmothibe.wixsite.com/porty)  
[www.behance.com/karabo\\_mothibe](http://www.behance.com/karabo_mothibe)



*"It all started with Windows Paint, and now we here..."*

**DEDICATED | DETERMINED | DISCIPLINE**



**GORDON'S**



**IDEAHIVE** | March 2021 – June 2022  
[www.ideahive.co.za](http://www.ideahive.co.za)

**Duties:** Graphics & web design, working with the internal team to present finalised ideas and concept to internal and/or external clients. Work to a brief, solve problems creatively and adapt style/CI guidelines if needed.

**Reference: Patricia Bosman – Creative Director | 067 927 7721**

**TWOTONE GLOBAL** | July 2022 – To date  
[www.twotone.co.za](http://www.twotone.co.za)

**Duties:** Designing content for television advertisements, billboards and other related media platforms. Responsible for creating innovative content as per the client's requirements.

**Reference: Athule Nano – Creative Director | 083 512 4728**




# BRIDGE CO

## RESPONSIVE WEBSITE

### DESIGN CONCEPT






HOMEABOUT USSERVICESPORTFOLIOPCONTACT US

WHO ARE WE

## We provide **CREATIVE** solutions to businesses for the ultimate growth.

Marketing is the best growth hack and can be your best ROI tool if utilized correctly.

BOOK YOUR FREE CONSULTATIONLET'S CREATE



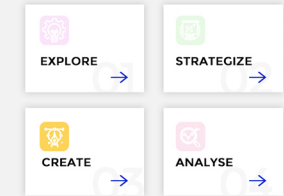
ABOUT THE AGENCY

## We Are A Fully-Integrated & Creative Agency

We channel your brand - its image and message - in the digital space with the purpose of driving growth for your business. We create creative solutions to ensure your brand dominates the online and social space.

Our capabilities incorporate all digital media marketing space, including web design, development, branding, Search Engine Optimization, social media, PPC, email marketing and more.

LEARN MORE



## Boosting Brand Awareness through Digital Marketing

Our projects have a strong focus on engaging audiences and creating a wonderful and holistic digital experience.

- We **Identify** your ideal customer, where they spend their time online & how they search for your services.
- These customers are **targeted** with relevant adverts & content on social media and Google.
- Your online visibility grows, **leads generate** & revenue grows by the increase of conversions.

LEARN MORE

OUR SERVICES

## Get Your **Online Presences** Right



Branding & Design

Brand Identity for startups and corporates, digital and print-ready collateral.

EXPLORE



Digital Marketing

Targeted advertising, email campaigns, Google ads and content marketing.

EXPLORE



Website Development

World class development and design of responsive websites and CMS integration.

EXPLORE

WHO ARE WE

## A Digital Agency That Focuses On Pioneering **Creative Solutions**

We are driven by passion to work smarter, faster and to improve the future of our clients' brands by crafting creative solutions that result in the best possible ROI. Being a small firm ourselves, we understand that small and medium enterprises do not always have the necessary resources available to them in order to apply the highest standard of **marketing and design**, this often limits the growth and potential of the brand.

Whether creative or digital, we have the skills and capabilities to bring your vision to life. Whether you're looking to create brand awareness or enhancement campaign, boost your online sales, generate leads and more results from your online marketing budget, Bridge Creative Operations is your go to firm.



## How We Can Help You Grow Your Business

From concept, creation to implementation across all platforms to drive potential customers to your business. Our aim is to provide **cost-effective creative solutions** specifically crafted to all our existing and potential clients.

Branding & Design

Digital Marketing

Website Development

Search Engine Optimisation

Our Design department offers exceptional collateral, to visually convey your brand's message, incite emotional recognition assert your business' personality.

We design for startup and corporates alike, ensuring brand consistency and effective implementation of printed or manufactured collateral.

Our Design capabilities extent to brand collateral: from logo design, brochures, banners to business cards and your corporate image.

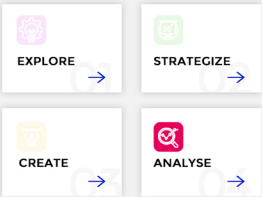
LET'S CREATE >

## Why Choose Us As Your Digital Agency

We believe that quality should never be compromised on, therefore, we offer a great variety of creative solutions in all related areas in order to produce the highest quality of visual communication and effective digital marketing to brands, equipping them to reach their full potential.

We carefully consider our clients' goals, current challenges and possible opportunities in order to craft a creative strategy that will build, grow and support the vision and objectives of our clients.

Our focus is on establishing long-term relationships with our clients. We would love to walk a path with the brands we work with.



TRUSTED BY

## Brands that we have **Worked With**



CHECK OUT OUR WORK

### Services

UX/UI Design  
Web Development  
Google AdWords  
Paid Marketing  
Email Marketing  
Social Media Marketing  
Search Engine Optimization

### Company

Home  
ABOUT US  
Work Portfolio  
Pricing  
Case Study  
Terms & Conditions  
Privacy Policy

### Contact Us

012 345 789  
letscreate@bridgeco.co.za

45 Losham St, Erasmus  
Bronkhorstpruit, 1020

InstagramFacebookTwitterLinkedIn

## OUR PORTFOLIO

Check out the **Work We've Done**



[SEE MORE](#)

## CASE STUDY

### Our Latest News Articles & Tips for you

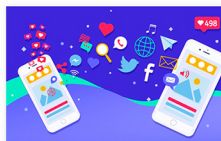


#### BRANDING

Mar, 2020

We ensure that your company has a creative and functional website fit for your business.

[READ MORE >](#)



#### MARKETING

Mar, 2020

Keep your customers coming back with easy, cost effective email marketing.

[READ MORE >](#)



#### WEBSITE

Mar, 2020

We ensure that your company has a creative and functional website fit for your business.

[READ MORE >](#)

## CONTACT US

Have A Fresh Project In  
Mind? Let's Create.

YOUR NAME\*

Name

YOUR EMAIL ADDRESS\*

Email address

WHICH STATEMENT BEST DESCRIBES YOU?\*

Company name

WHAT IS YOUR CURRENT BUSINESS GOAL?\*

Your position

MESSAGE\*

Type in your message...

[GET IN TOUCH](#)

## BRANDS THAT HAVE TRUSTED US



Services

[UX/UI Design](#)

Company

[HOME](#)

Contact Us

[012 345 789](#)

## ABOUT THE AGENCY

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[LEARN MORE](#)



## OUR SERVICES

Get Your **Online Presences** Right



## Branding & Design

Brand Identity for startups and corporates, digital and print-ready collateral.

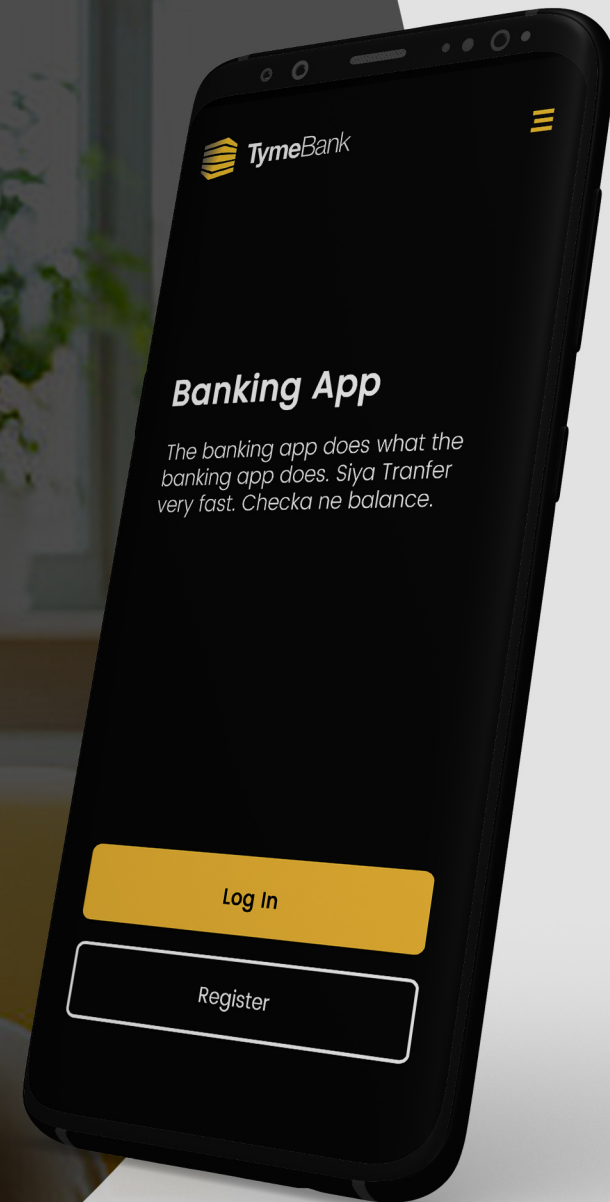




# TymeBank

You've got this

**Banking App Concept**





# Project Overview

## [HOME]

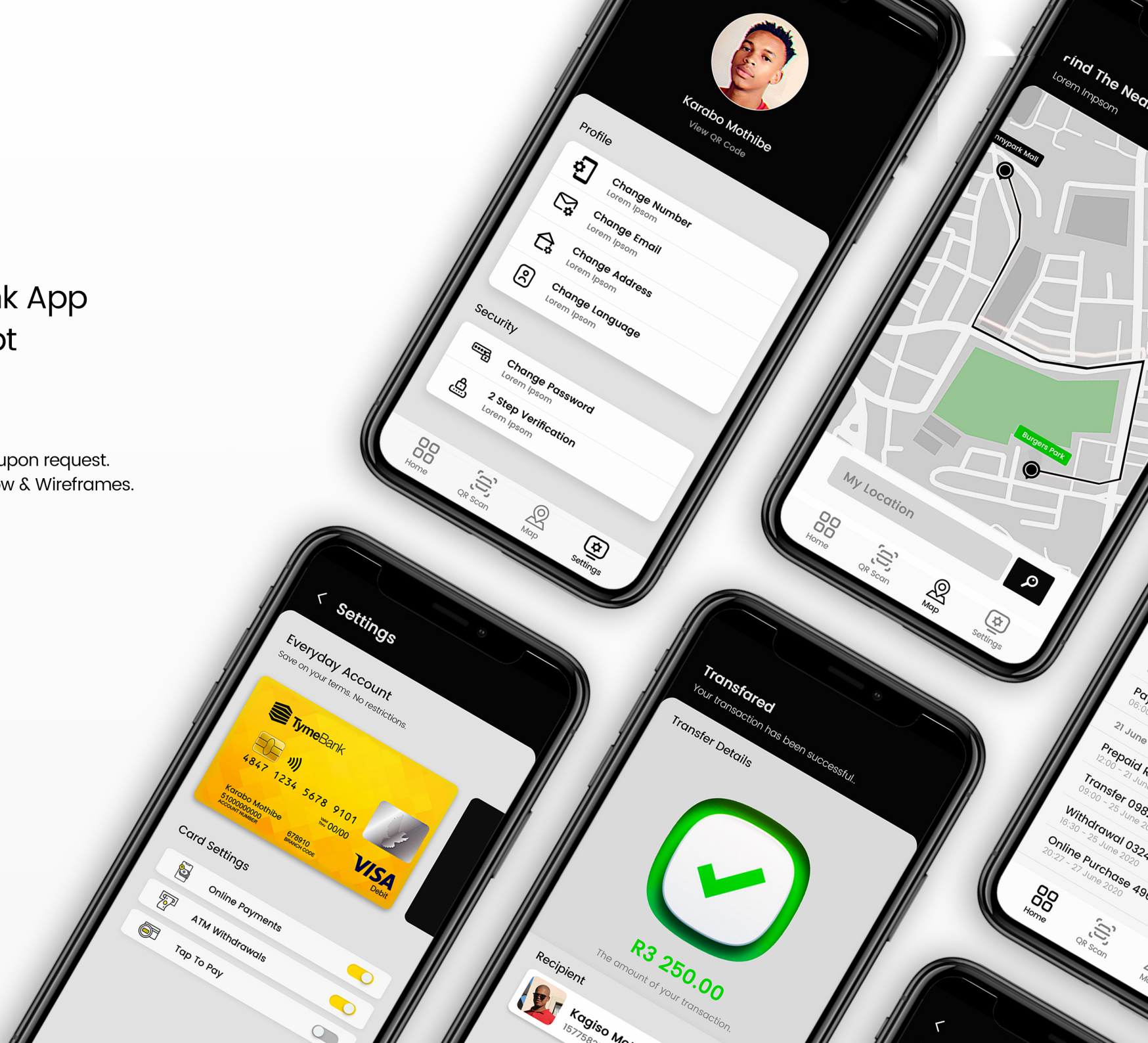
By implementing TymeBank's Corporate Image, I designed the app with the idea of achieving User-Friendliness by making it easy to navigate and easy to access information.



# TymeBank App - Concept

## + 5 SCREENS

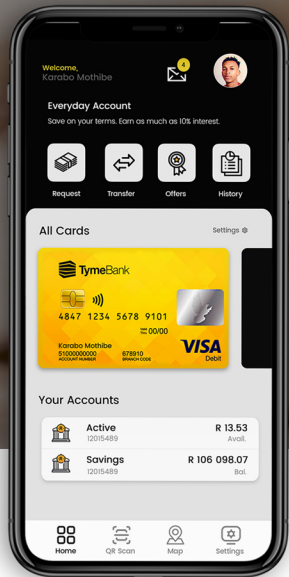
Demo available upon request.  
Includes: User flow & Wireframes.





# TymeBank

You've got this



Get the  
GoalSave Banking App



Buy data & Airtime  
at no extra cost



Keep track of your  
Credit Score



Make instant  
transactions

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse ornare at nunc at ullamcorper. Donec congue quis turpis feugiat convallis. Suspendisse euismod ullamcorper lacus, nec suscipit elit consequat non. Phasellus aliquam, turpis nec eleifend consequat, leo nibh luctus justo, id finibus ligula orci vitae urna. In nec pharetra sem, vitae luctus diam. Curabitur ullamcorper tortor odio, ut viverra purus scelerisque non. Quisque pharetra, ligula a vulputate hendrerit, ligula ligula malesuada ligula, ac auctor justo nibh quis est. Maecenas elit neque, venenatis et egestas sed, ullamcorper et turpis.



# TymeBank

You've got this

Welcome to a new way of banking.  
We all have goals, start saving them.



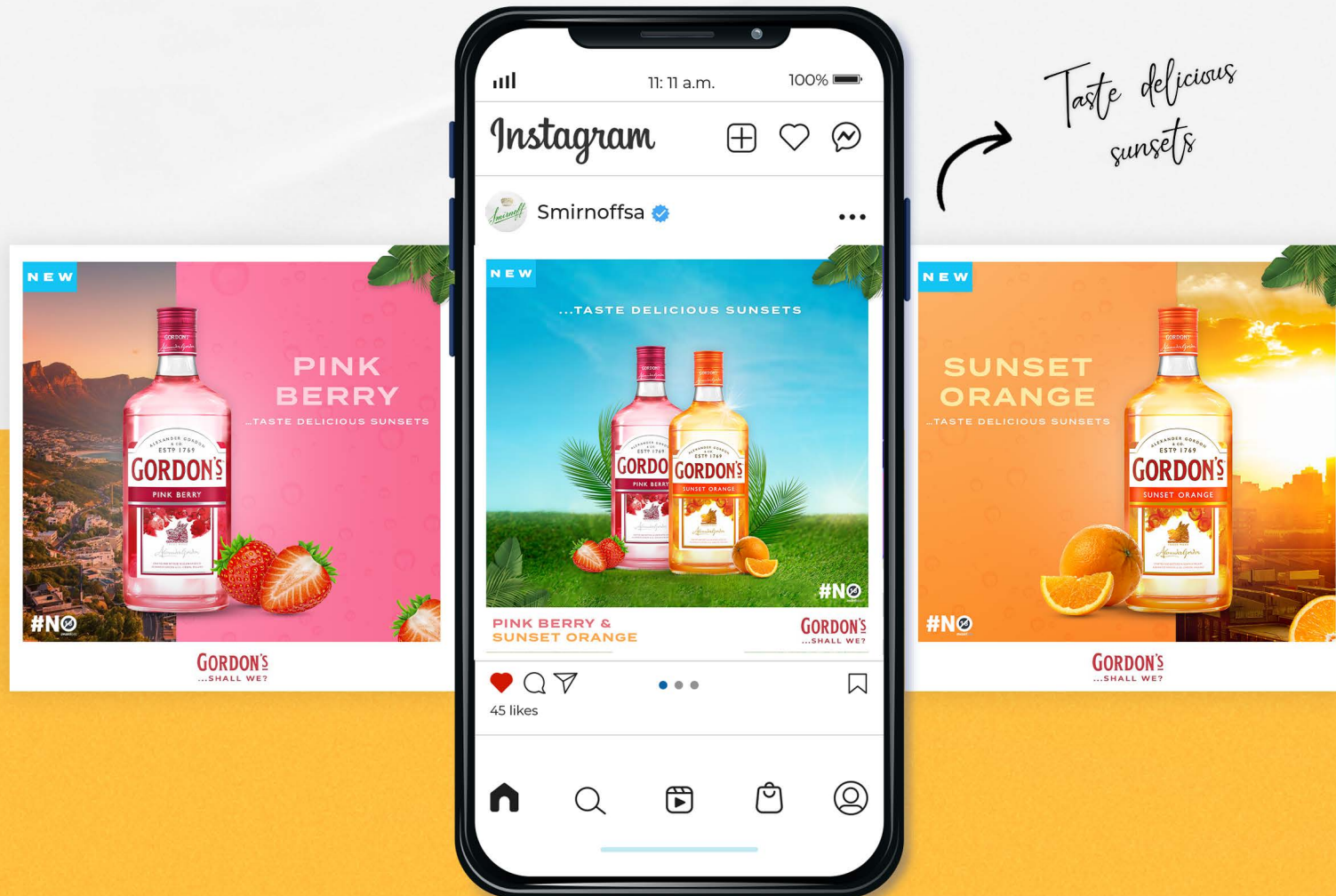
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse ornare at nunc at ullamcorper. Donec congue quis turpis feugiat convallis. Suspendisse euismod ullamcorper lacus, nec suscipit elit consequat non. Phasellus aliquam, turpis nec eleifend consequat, leo nibh luctus justo, id finibus ligula orci vitae urna. In nec pharetra sem, vitae luctus diam. Curabitur ullamcorper tortor odio, ut viverra purus scelerisque non. Quisque pharetra, ligula a vulputate hendrerit, ligula ligula malesuada ligula, ac auctor justo nibh quis est. Maecenas elit neque, venenatis et egestas sed, ullamcorper et turpis.





# GORDON'S

## SOCIAL MEDIA POST / CONTENT PLAN



12 POSTS CREATED +10000 IMPRESSIONS +100 COMMENTS +200 LIKES



# McDonald's

Content Development & Engineering



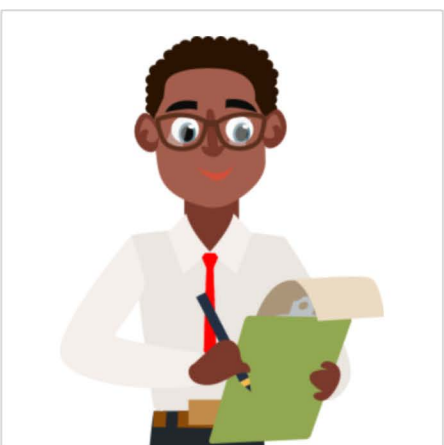


### Background

Aphiwe "Appy" is an online Persona created to be the McDonald's App users' personal guide and "confidante" through their experience of the McDonald's App. He is a warm and humble character that was gradually introduced to our audience to guide, and lead the consumers from McDonald's social media platforms and website, to the McDonald's App. He ultimately became a dependable guide that populated users' social media feeds (for the sake of the most effective and efficient platform for communication) as a first responder with responses based on real FAQ's.

### Communication Goal

Announce and educate our audience that McDonald's has an app with delicious deals and experiences that are EXCLUSIVE to the active & frequent community.





**Communication Goal**

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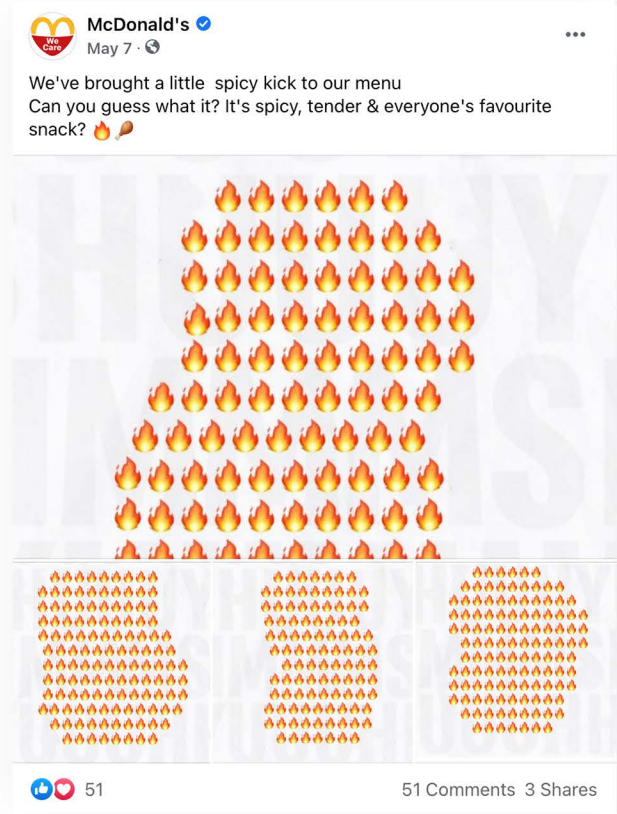
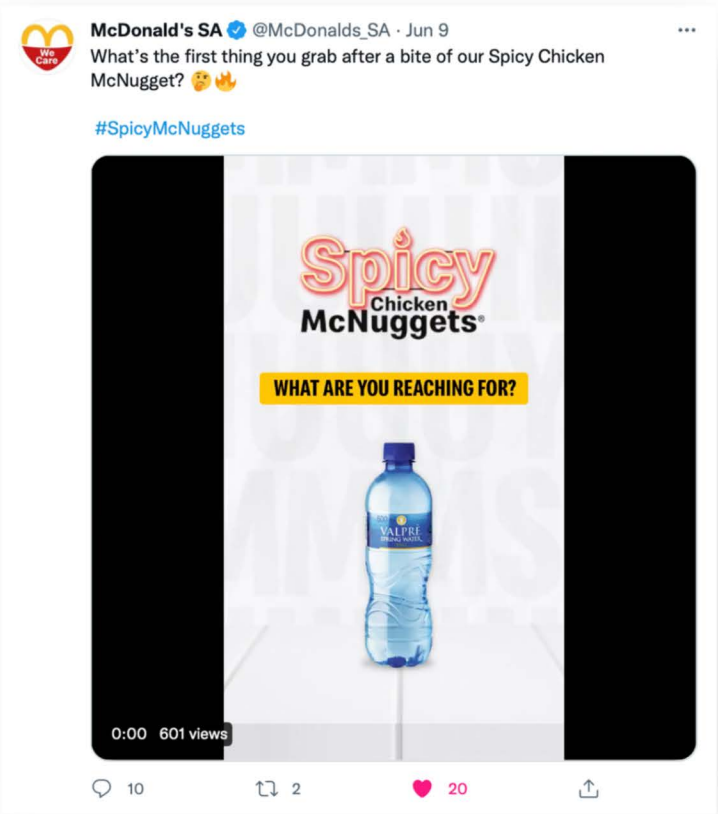
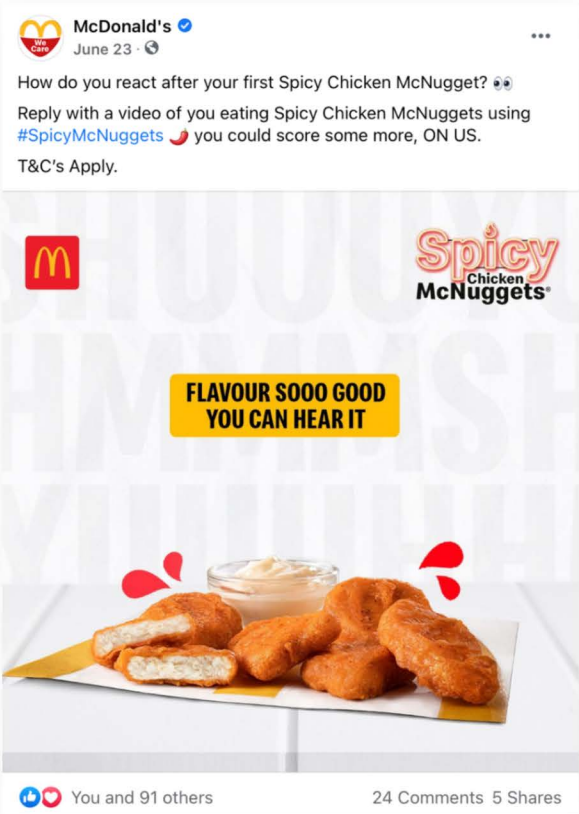


**Desired Consumer Action**

Use and engage with MyMcDonald's as an extension of their love for McDonald's on a regular basis.

Create FOMO > Drive Downloads > Registration > Redemptions



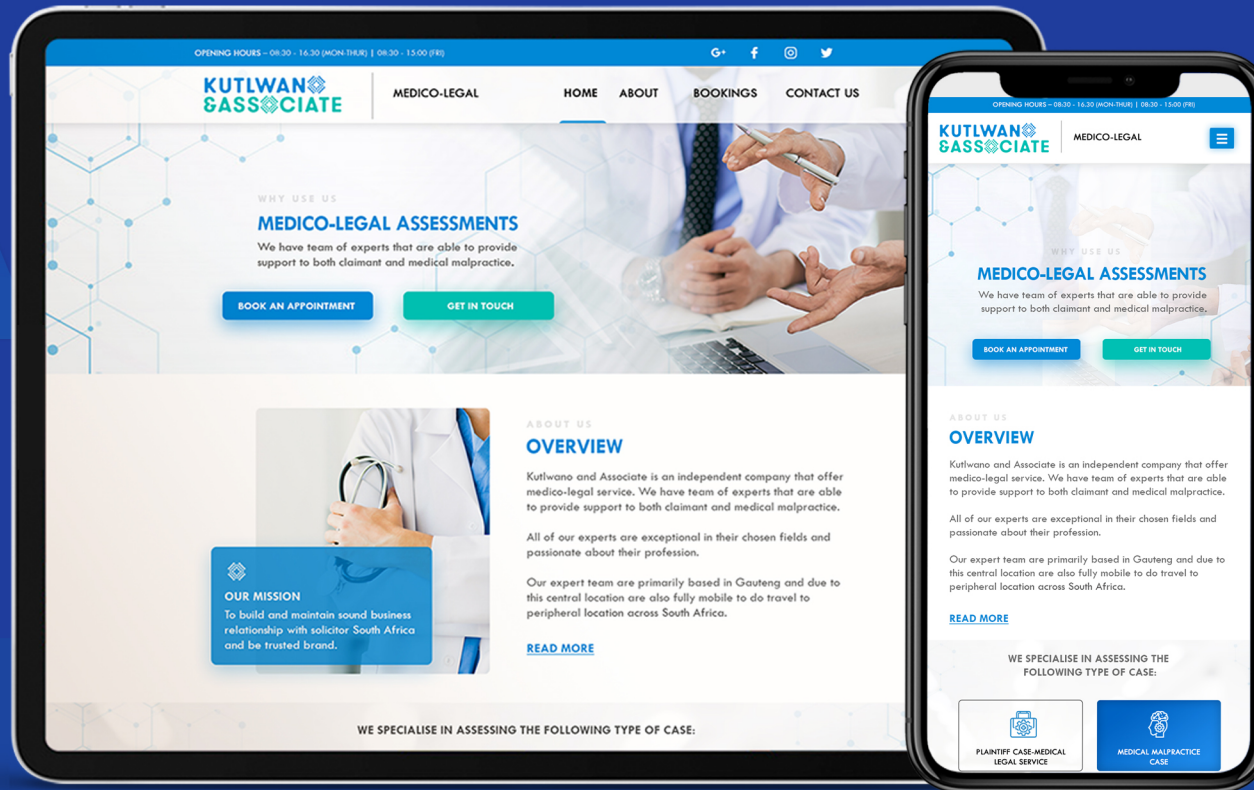


**Campaign Summary:**

McDonald's launched the new Spicy Chicken McNuggets by tapping in to the world of ASMR. Our mission was to get Chicken Nuggets lovers excited about trying out the new fiery favourite by enticing them with a relevant, highly engaging and disruptive content.

*Deliverables: Campaign Visual Treatment*

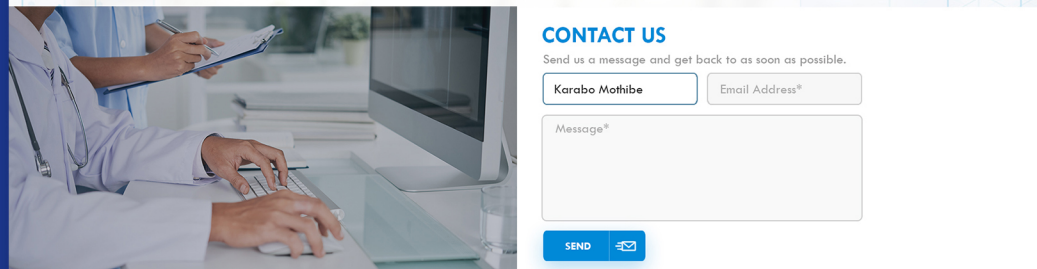
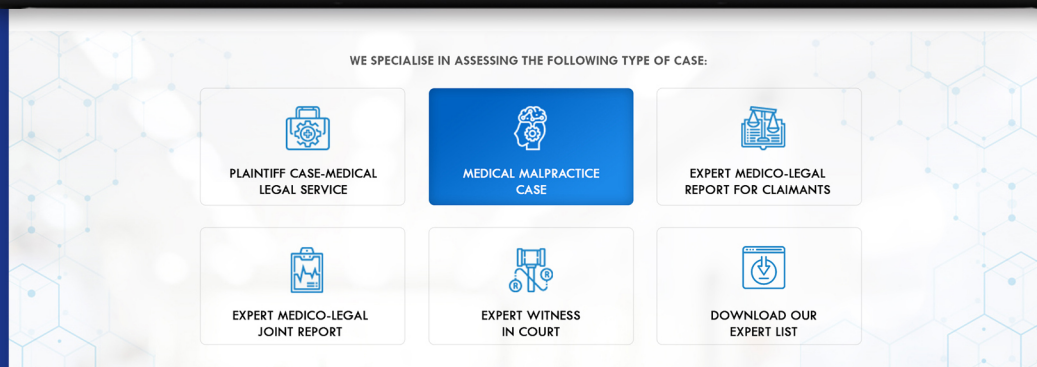
## UPDATED WEBSITE FOR

**KUTLWAN  
& ASSOCIATE**

**DELIVERABLES:** WEBSITE DESIGN - COMPANY FOLDER - BUSINESS CARDS  
EMAIL SIGNATURE - BUSINESS CARD - PROMO CONTENT - LETTERHEAD



## PROJECT: WEBSITE DESIGN



## MISSION

Our mission is to build and maintain sound business relationship with solicitor South Africa and be trusted brand.



## VISION

Our primary focus is to enable our business relationship with solicitor to have quality and winning assessment report.

## OUR MEDICO-LEGAL EXPERT LIST

- Maxilla Facial & Oral Surgeon
- Speech Therapist & Audiology
- Occupational Psychologist
- Educational Psychologist
- Cardio-Thoracic Surgeon
- Industrial Psychologist
- Neuropsychological
- Clinical Psychologist
- Orthopaedic Surgeon
- Physiotherapist
- Cardiologist
- Urologist
- Plastic Surgeon
- Neurosurgeon
- Neurologist
- Psychiatrist
- Physician
- Orthoptist
- Audiologist
- Actuaries
- Ent Specialist
- Dermatologist
- Gynaecologist
- Ophthalmologist

## MEDICO LEGAL REPORT AND APPOINTMENT

Our work is to support attorneys with any type of expert needed within South Africa for plaintiff or defendant work. Our reporting turnaround is normally 7 to 10 working days. We also take emergency matters. Progress reports are provided on a regular basis to keep our solicitors up to date. We ensure that the report is completed in time giving attorneys sufficient time to evaluate the findings before the trial date.

## WE SPECIALISE IN ASSESSING THE FOLLOWING TYPE OF CASE:

- Plaintiff case— medical legal service
- Medical malpractice case
- Expert medico-legal report for claimants
- Expert medico-legal joint report
- Expert witness in court

[BOOK AN APPOINTMENT](#)

## BEYOND BORDERS

Our team are primarily based in Gauteng and due to this central location are also fully mobile to do travel to peripheral location across South Africa. We make it easy for any solicitor to access your client who may be unable to travel to the major centres to consult with specialists.

## OUR EXPERT CAN TRAVEL TO THE FOLLOWING AREAS

- Johannesburg
- Pretoria
- Cape town
- Durban
- Bloemfontein
- Nelspruit
- Welkom
- Port Elizabeth
- Limpopo

## GET IN TOUCH

- ✉ [BOOKINGS@KUTLWANOASSOCIATE.COM](mailto:BOOKINGS@KUTLWANOASSOCIATE.COM)
- 👤 KUTLWANO ASSOCIATES
- ☎ +27 (0) 11 204 3002
- 📍 52 QUATAR CRESENT, COSMO CITY EXT 10, RANDBURG, 2118

## COMPANY

- [HOME](#)
- [ABOUT US](#)
- [BOOKINGS](#)
- [CONTACT US](#)

## OPENING HOURS

- |             |              |
|-------------|--------------|
| MON - THURS | 8.30 - 16.30 |
| FRIDAY      | 8.30 - 13.00 |
| SAT - SUN   | CLOSED       |

[G+](#) [f](#) [@](#) [t](#)

KUTLWANO AND ASSOCIATES © 2019 ALL RIGHTS RESERVED | [PRIVACY POLICY](#)

The idea behind the concept was to keep the execution clean and informative. The information is easy to navigate through and pleasing to the eye.

[GET IN TOUCH](#)

[COMPANY](#)

[OPENING HOURS](#)





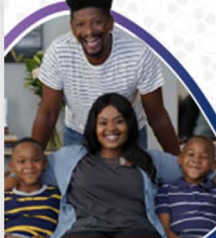




## GOOGLE DISPLAY BANNERS

CHASELIST ROLLOUT

Tackle your  
**loan repayments**  
in one go




**African Bank**  
Audacity to believe

Ts & Cs apply. Visit [africanbank.co.za](http://africanbank.co.za). Auth. FSP&NCRCP7638.

**Get flexible**  
repayment  
terms

**Apply now**



**African Bank**  
Audacity to believe

BANK | BORROW | SAVE | INVEST | INSURE

Ts & Cs apply. Visit [africanbank.co.za](http://africanbank.co.za). Auth. FSP&NCRCP7638.

Tackle your  
**loan repayments**  
in one go



Apply for an African Bank  
**Consolidation Loan**

Ts & Cs apply visit [africanbank.co.za](http://africanbank.co.za) with REP&NCRCP7638.

**African Bank**  
Audacity to believe

**Get flexible**  
repayment  
terms

**Apply now**



**African Bank**  
Audacity to believe

BANK | BORROW | SAVE | INVEST | INSURE

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**African Bank**  
Audacity to believe



# McCafé

## BARISTA SEARCH

## #McCafeBaristaSearch

### McCafe Presents SA's First Barista Search

Against the backdrop of one of the world's highest employment rates, McCafe wanted to play a part in developing and imparting skills and ultimately creating employment opportunities. Through the launch of the first McCafe Barista Search, we achieved the following:



Positive  
Sentiment



3 808 826  
Overall Impression



1500  
Views Per Episode

26 455 Applications Nationwide & 76 New Baristas Recruited

1ST PRIZE

R50 000

2ND PRIZE

R30 000

3RD PRIZE

R20 000

+ An International Hotel School Bursary

### Brand Health:

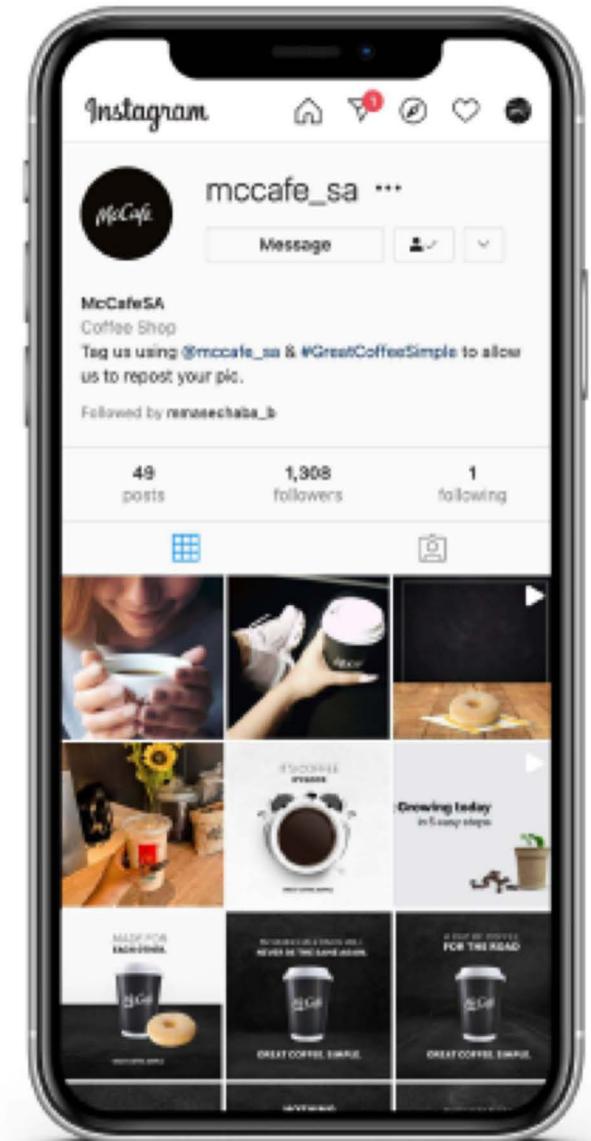
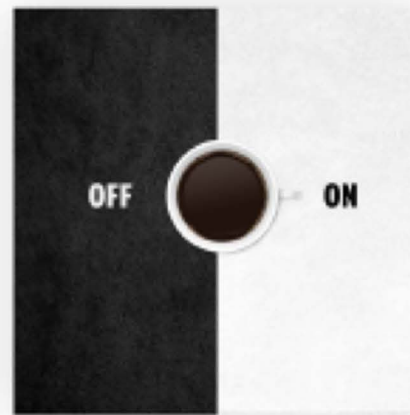
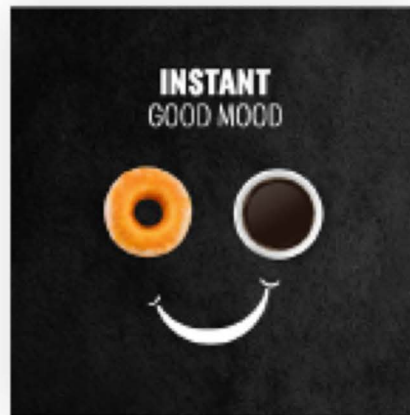
"Have the best Barista made coffee" category which moved from 36% to 39%







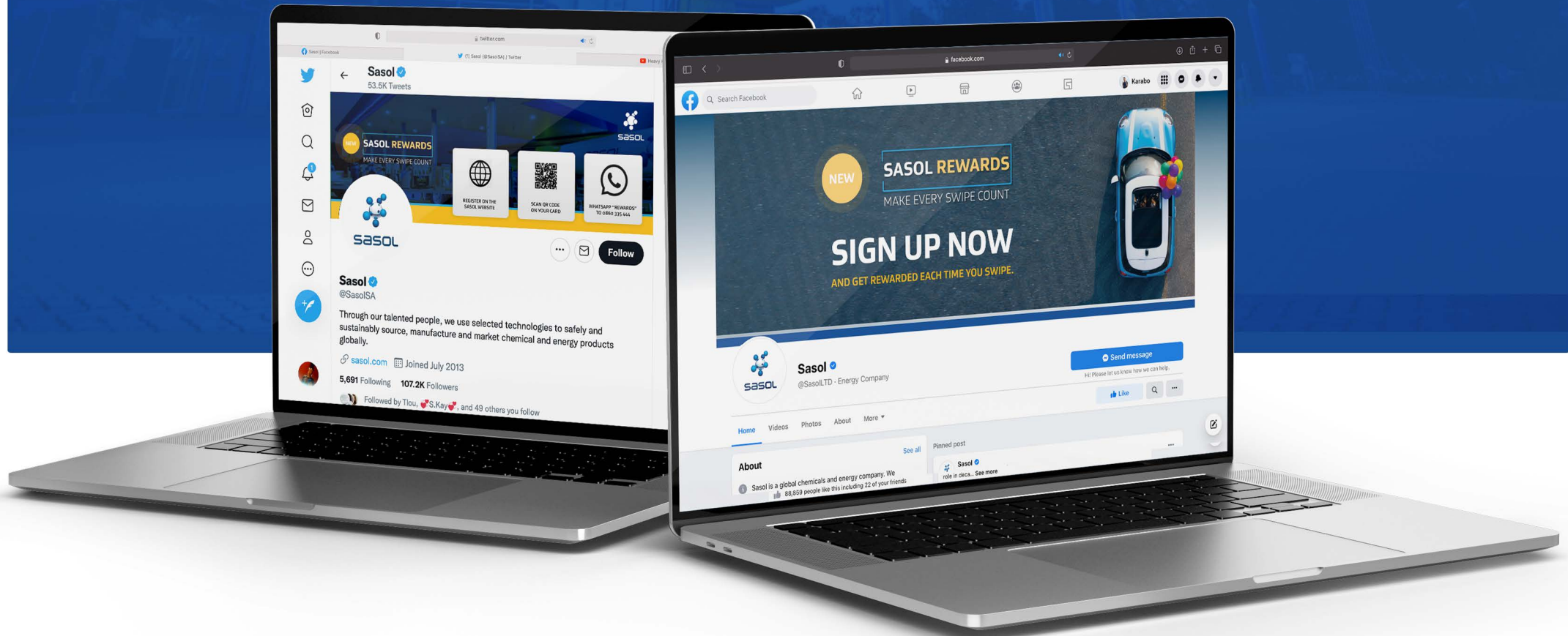






## Campaign Rollout

Social Media + Website



## Campaign Rollout

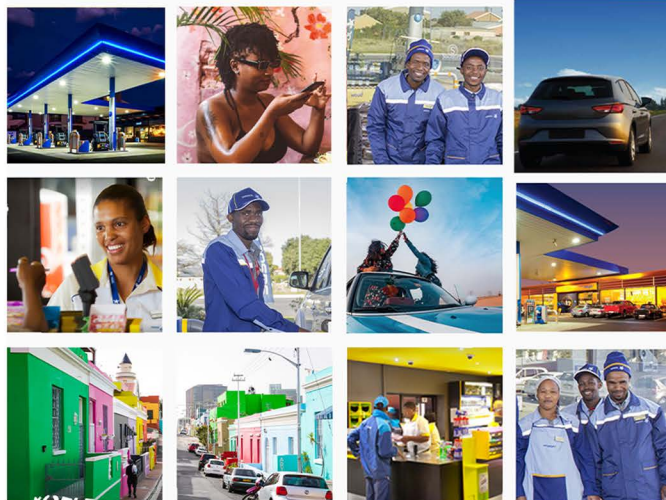
Digital





## Campaign Rollout

Print



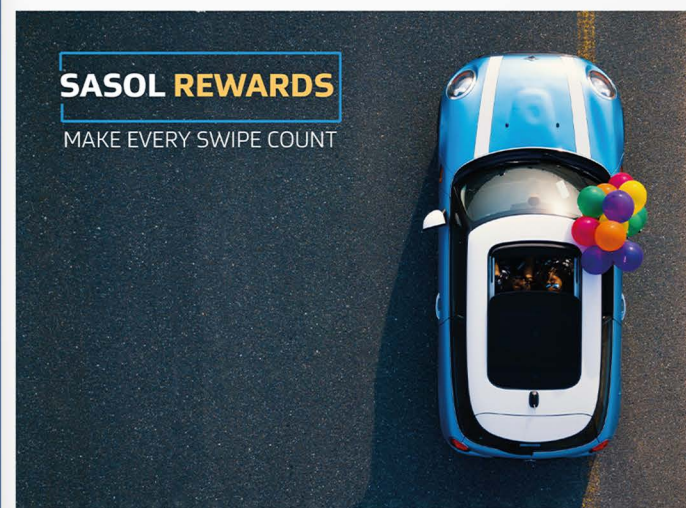
WIN BIG WHEN YOU SIGN UP

**SASOL REWARDS**

MAKE EVERY SWIPE COUNT

Upload an educational video telling customers  
about the rewards card.

Make every swipe count with the Sasol Rewards Card.  
Visit [www.sasol.co.za](http://www.sasol.co.za) for more.



INTRODUCING

**SASOL REWARDS**

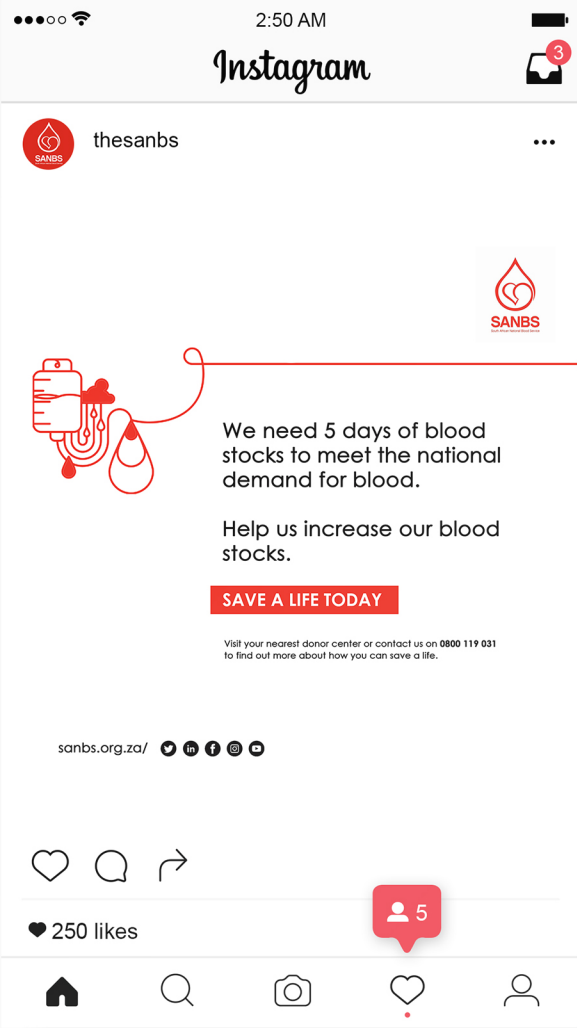
Hey Sasol family, we all know how expensive everything is these days!  
We feel you & that is why we want to give back to our loyalists —  
introducing the new Sasol Rewards Card.

Sign up visit [www.sasol.co.za](http://www.sasol.co.za) for more.





TO DESIGN SOCIAL MEDIA CONTENT: POST + STORIES.

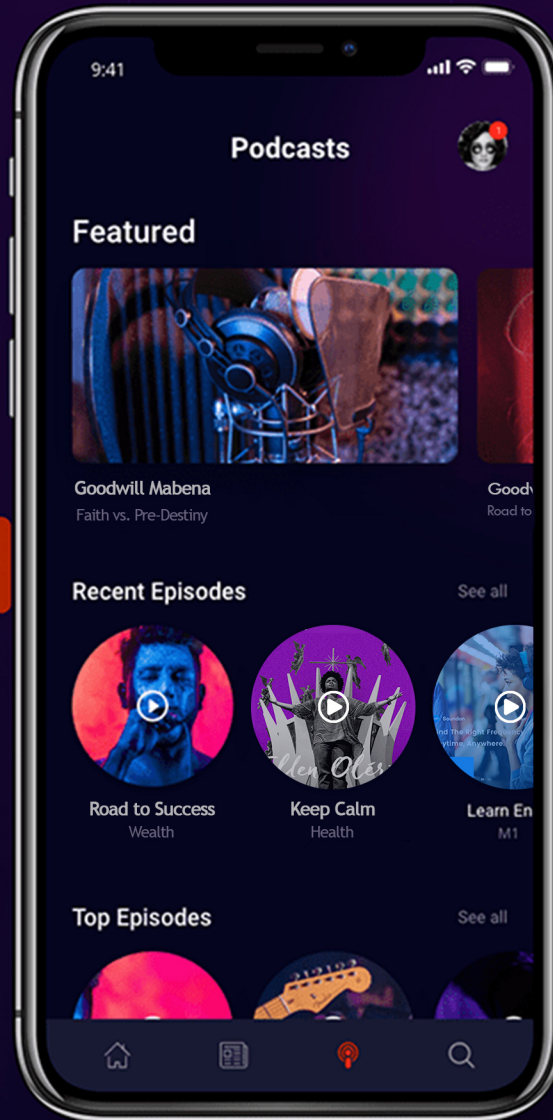




2020

# THE GOODWILL SHOW

PODCAST



# THE GOODWILL SHOW

## ART DIRECTION

DELIVERABLES: LOGO - PODCAST ART COVERS - USER EXPERIENCE  
MARKETING STRATEGY & CONTENT - SOCIAL MEDIA BRANDING

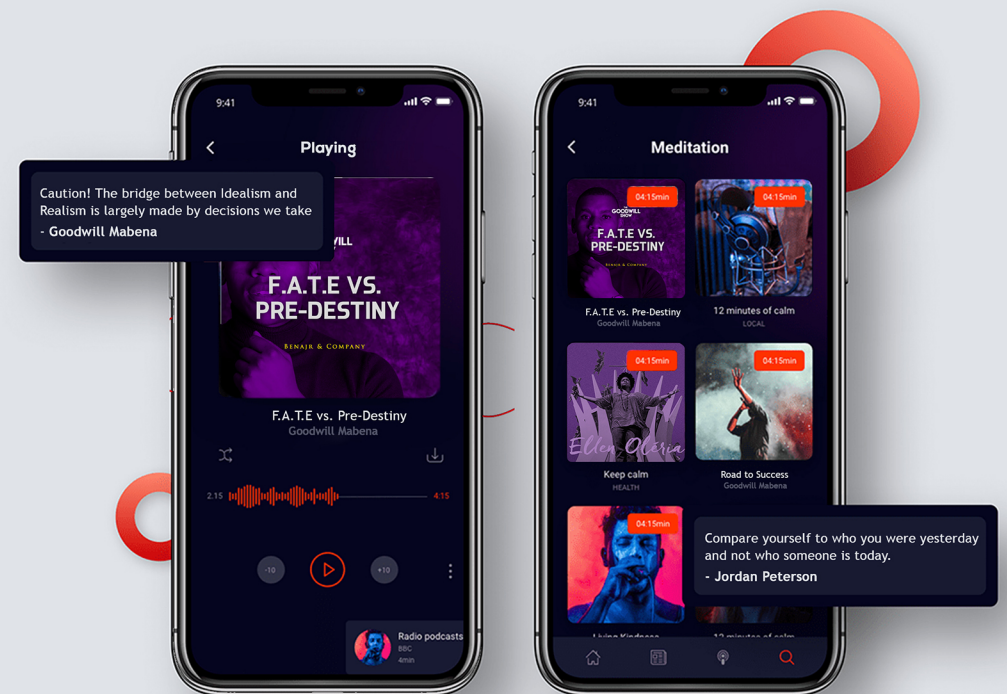
### THE GOODWILL SHOW

The Goodwill Show was founded from the heart to teach, coach, inspire, guide and to preach about Doctrines, Theories, Principles and Laws that govern our existence.

In achieving this, we intend to open up spaces of thought and consciousness. This is in our order that we increase the probability of living our best life, being wise, intelligent and exposed.

This thing called Life is insanely complex. The typical journey on human beings, is to carefully navigate themselves in pursuit of a purpose lead life. Along the journey many treasures are discovered in the midst of dragons, scorpions and snakes (figuratively).

I've carefully observed that it's the character within a person that leads to failures or successes relatively and not necessarily the many myths we've been taught to believe.



JOIN THE CONVERSATION

Catch THE GOODWILL SHOW on the following platforms:

Spotify YouTube Apple Music

[www.facebook.com/goodwillmabena](https://www.facebook.com/goodwillmabena)

THANK YOU.  
THANK YOU.  
**THANK YOU.**  
THANK YOU.  
THANK YOU.

KINDLY VISIT

[HTTPS://KDMOTHIBE.WIXSITE.COM/PORTY/PROJECTS](https://kdmothibe.wixsite.com/porty/projects)

FOR MORE SPAAN.