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GINA KRINSKY

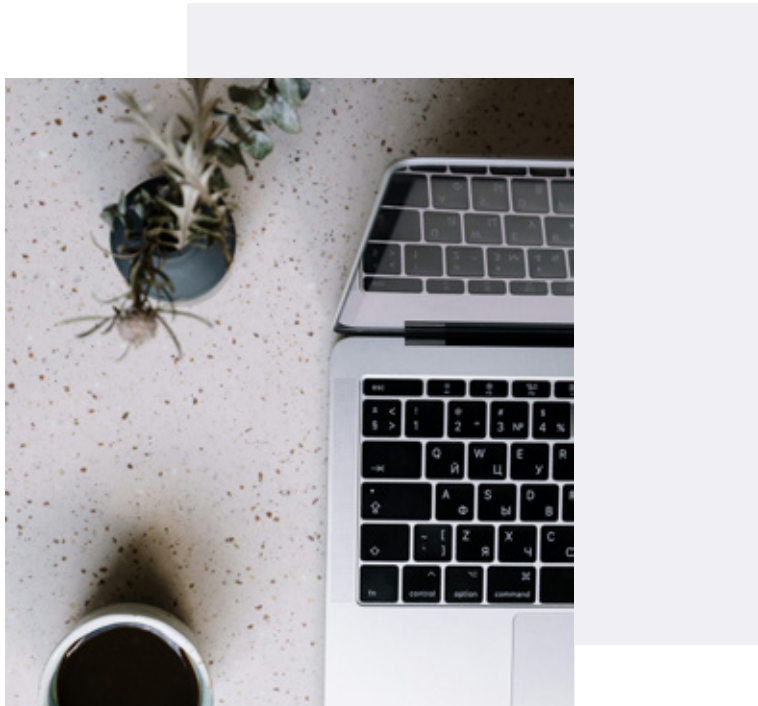
Cape Town-based **Digital Designer** with over 10 years of experience crafting bold, beautiful brands. I hold a **BA in Creative Brand Communication from Vega, specialising in Multimedia Design**, and graduated as a top achiever.

I have since led creative work for brands like Samsung, Standard Bank and Turbine Art Fair.

With a foundation in building brands and digital content creation I bring expertise across **graphic design, motion graphics, UI/UX and video editing**—paired with an ability to manage complex creative projects, cross-channel campaign execution and guide junior members.

I'm a people person and natural go-getter who thrives on creativity with purpose. I deliver work that's visually striking and seamlessly functional—improving systems, strengthening brand communication, and driving business success.

Outside of work, you'll find me on the trails, part of Cape Town's vibrant running communities; driven by my passion for health and fitness. Recently, I completed my first Comrades Marathon.



AREAS OF EXPERTISE

TRAITS

INDIVIDUAL

*DRIVEN
METICULOUS
RESILIENT
STRATEGIC THINKER
CALM & FOCUSED
ADAPTABLE
EFFICIENT
DETAIL-ORIENTED
GOAL-DRIVEN
HEALTH-CONSCIOUS
ACTIVE LIFESTYLE
NATURE-LOVER
CULTURE SEEKER*

TEAMPLAYER

*COLLABORATIVE
TEAM MANAGEMENT
JUNIOR GUIDANCE
APPROACHABLE
DEPENDABLE
QUALITY CONTROL*

PROGRAMS & SKILLS

AI TOOLS

*PROMPTING & IDEATION-
TOOLS: LEONARDO.AI · CHATGPT
ADOBE FIREFLY DALL-E & MORE*

UI/UX & FRONT DEV

*WORDPRESS · ELEMENTOR
WOOCOMMERCE · SHOPIFY
WEBFLOW
FIGMA · ADOBE XD
AFTER EFFECTS · LOTTIEFILES
HTML · CSS · JAVASCRIPT
IMAGE OPTIMIZATION ·
GOOGLE ANALYTICS · SEO*

CAMPAIGNS

*CONCEPT & RESEARCH
TEAM DELEGATION AND IDEATION
CONTENT PLANNING & CREATION
BRANDING & STRATEGY
THROUGH-THE-LINE
SHORT-FORM COPYWRITING*

PROJECT MANAGEMENT

*TRELLO & SLACK,
GOOGLE WORKSPACE,
MICROSOFT OFFICE*

MOTION & VIDEO

*FROM CONCEPT TO FINAL CUT, I
HANDLE VISUAL PLANNING AND
EDITING, SKILLED IN MOTION
GRAPHICS—including TYPE, LOGO,
AND CHARACTER ANIMATION.
TOOLS: PREMIERE PRO · AFTER EFFECTS
MEDIA ENCODER · DUKI BASSEL*

GRAPHIC DESIGN

*CORPORATE IDENTITY, SOCIAL MEDIA
CONTENT, BROCHURES, EMAILERS
AND MORE...
TOOLS: ADOBE PHOTOSHOP,
LIGHTROOM · FIREFLY · FIGMA,
ILLUSTRATOR · INDESIGN*

Experience

EDUCATION

- 2008 - 2012 **KING DAVID VICTORY PARK HIGH SCHOOL.**
Matriculated. Commended achievement in art, business studies and mathematics.
- 2013 - 2015 **VEGA SCHOOL, JOHANNESBURG.**
Graduating Cum laude, BA Creative Brand Communications, Specialising in Multimedia Design.
Awarded Vega Pencil award for **Top Multimedia student.**

WORK

- AUG 2024 - PRESENT **FREELANCE BASED PROJECTS**
Building a website for corporate industrial brand and creating social content.
- FEB 2023 - JUL 2024 **LOOKSEE SOLAR BY STANDARD BANK**
Lead designer and animator, involved in digital campaigns, corporate identity and brand development of the solar and home improvement division of Standard Bank.
- SEP 2022 - JAN 2023 **FREELANCE DESIGNER**
Social media content and digital booklets smaller businesses.
- MAY 2019 - AUG 2022 **SAMSUNG & CHEIL**
Lead senior Multimedia Designer working on Samsung at Cheil. Conceptualising, animating, designing and rolling out Samsung digital content and campaigns. Guiding junior team members.
- AUG 2018 - APR 2019 **DELOITTE, DDB, WUNDERMAN, CHEIL**
Senior freelance in-house designer. Illustrating & designing print layouts at Deloitte. Social media design and animation at DDB and Wunderman. Independently designing and conceptualising digital campaigns at Cheil.
- FEB 2017 - JUL 2018 **PROMISE BRAND SPECIALISTS**
Mid- Senior digital designer, working on brands such a RMB, Computicket and Boardmans. Incharge of design concepts and digital creative output.
- NOV 2015 - JUL 2017 **OGILVY AND MATHER, JOHANNESBURG**
Junior digital designer, working on MTV, Nestle, FNB and Vodacom.

VOLUNTEER

- 2023 - PRESENT **LADLES OF LOVE CAPE TOWN**
Various feeding initiatives with Daniele Diliberto and team.
- JUN 2020 **FEED SA**
Raised over R5 000 to feed hungry South Africans with FeedSA, over ockdown with running campaign.
- SEP 2017 - NOV 2018 **ENGLISH CLUB LAOS, SOUTH EAST ASIA.**
Designer and teacher. Assisting with, branding social media content for underprivileged school in Loas.

BEYOND WORK

- JUNE 2025 **COMRADES MARATHON**
Ran 90km ultramarathon, 6+ months of training, discipline, and mental resilience.

References

KENDAL ZOGHBY · CREATIVE DIRECTOR DDB

Just a note to say thank you so much. It was an absolute pleasure to work with you, and should we need a digital designer again, we would love to work with you in the future! - Oct 19, 2018

ERIKA VAN HEERDEN · TRAFFIC MANAGER DDB

What an absolute pleasure it's been to work with you Gina!

From a Traffic point of view, you've been stunning to work with. -Oct 19, 2018

ESMAIL, SALIMAH · MARKETING DELOITTE SOUTH AFRICA

Gina, I wanted to say a BIG THANK YOU for the wonderful work that you did for the brochure. We received sooo many comments and amazing feedback! They LOVEDDDD the image on the front cover! - Sep 12, 2018

JOSH VILENSKY Josh_vilensky@live.co.uk- MetaLab

Hi Gina, I really like the labels especially after looking at them so many times already, clear smooth and professional. Very cool! - Nov 26, 2018

LEWIS LEHMANN HEAD OF VIDEO PRODUCTION WUNDERMAN

Thanks for the help. Really appreciate everything. We enjoyed having you.

You're on our radar now – we'll definitely see you soon. - Nov 19, 2018

ANNIE RAMEN · DIGITAL CREATIVE DIRECTOR SAMSUNG CHEIL

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Gina has been an extremely valuable member of our team for the last 4 years. Her nature, work ethic and willingness to go beyond a brief made for work that both the agency and clients are proud of. She is highly conceptual and has a keen eye for craft, animation and design. Gina is a kind and strong individual who knows what she wants and takes the initiative that leads to growth in achieving her personal goals. Her dedication is truly admirable. I know she will be a valuable person to everyone that works with her in the future. - June 30, 2022

KARIN FARMER DIGITAL PROJECT MANAGER · SAMSUNG CHEIL

Gina is an extremely talented Multimedia designer that needs little direction when it comes to conceptualising new campaigns. Her animations are incredible, so much thought and detail is put into each and every element. It was a pleasure working with Gina on the Samsung account at Cheil SA where she focused on digital campaign ideation and execution across all digital channels.- Aug 16, 2022

RHODÉ DU PLESSIS · CREATIVE DIRECTOR · LOOKSEE SOLAR BY STANDARD BANK

Working with Gina Krinsky was an absolute pleasure. She's an exceptionally talented motion and graphic designer with a sharp eye for detail and creativity. Gina is self-motivated, dependable, and consistently delivers top-quality work on time. She takes direction well and makes it easy to step away, knowing everything is in good hands and that the work won't stop. She never shies away from difficult briefs and is excellent at tracking down the right information without needing any intervention. Beyond her skills, Gina is a vibrant person with a kind heart and gentle nature, making her a truly wonderful team member. I highly recommend her to anyone in need of a dedicated and skilled designer.- Sept 11, 2024

“sharp eye for detail”

Lets chat