WYNAND JANSE VAN RENSBURG

CREATIVE DIGITAL DESIGNER

06/02/2004 | County Meath, Ireland | https://rensdesigns.com/

+353 87 719 0119 | wynand@lifre.za.org | linkedin.com/in/wjvr-design

PROFILE STATEMENT

As a Creative Digital Media student, I specialize in creating visual and interactive designs with the consumer in mind. With strong fundamentals in multimedia design, coding, video creation & digital storytelling, I am able to deliver and contribute on multiple aspects of the job required. My experience with industry standard software and the ability to learn about the ever advancing technologies enables me to complete any task given. I am eager to contribute my skills to a supportive team structure, creating impactful digital media products that your customers will use.

EDUCATION

2023 - Present
Technological University Dublin

Creative Digital Media

Creative Digital Media is a course about all thing digital. Coding and Design taking the head while also including video and sound production.

2022-2023
Maynooth Post Primary

Leaving Certificate

Attending Maynooth Post Primary to write my Leaving Certificate.

EXPERTISE

I am proficient in many areas of design and design thinking displayed in many of the projects I have undertaken. I believe my strengths to lie in Graphic Design and UI/UX. Though design is my strong point I am also well versed in many other areas of creative digital media such as Coding including Html, CSS & JavaScript. I also have experience in video & sound production being able to put both to aid in my projects taking my design skills and understanding to a proficient level.

SOFTWARE

I am proficient in many adobe software. I have experience with Photoshop, Illustrator, InDesign, Premiere Pro, Dreamweaver, and Audition. My highest proficiencies being in Photoshop & Illustrator which allow me to easily complete design projects to the best of my capabilities.
I am also well versed in the use of other design software such as Blender for 3D models, Figma for UI/UX and Canva for overall designing. I believe my set of expertise along with my proficiency in my chosen software makes me a valuable asset.

PROJECTS

2024
App Design

Bite & Brew

This Project presented me with the challenge of creating an app from scratch for a fictional restaurant. Starting with a lot of research into how to stand out in the market, appealing to all users, user personas, journey mapping, and user testing.
The design began with low fidelity mock-ups that were tested on potential users. To move the project into the final development phase I created multiple logo designs exploring different visual directions along with numerous colour palettes based on the brand values. I also had to explore typography that balances readability and modernity which led into testing all these aspects for feedback.
The final result is a smooth app for a restaurant made in Figma conveying their brand values improving my research and UI/UX skills.

2025
Magazine Design

Rugby Now - Sports Magazine

This Project tested my skills in both Illustrator and InDesign having to create a magazine from the ground up. Starting off with in depth research into the world of magazine design and the subject that I chose being Rugby.
Creating initial designs in Illustrator testing and receiving loads of feedback to implement into many iterations. Eventually landing on a single design with the right combination of typography and colour palette.
Taking all my iterations and final draft into InDesign I was tasked with making the rest of the magazine which tested my design skills in a whole new medium.

2024
Book Cover Design

"*Howl's Moving Castle*" Book Cover

This was my first taste of Illustrator and challenged me to make a book cover with only typography yet keeping it visual. This tested my design skills as we I had to create an image with letter & words all the while still communicating the name of the book in clear view.
Having to go through so many iterations strengthened my skill at implementing feedback and eventually finding a successful design to stick to and improve.
The creation of this book cover is what made me passionate about graphic design teaching me fundamentals such as typography, spacing, colour palette and so much more.

2025
Documentary

The Blue Light Pub

My video and sound production skills were put to the test with this project, creating a short form documentary about any topic. My group and I decided to create a narrative on the story of Blue Light Pub. We had our communication, writing and planning skills put to the test when sorting out the times and equipment.
All of the planning showed in the final product as our final creation was of high standard with me taking on the roles of writer, videographer, and interviewer.
Being able to combine my writing, research and video production skills opened up a new set of expertise for me that I did not think I would be able to use in my work before.

LANGUAGES

I am a bilingual speaker of English and Afrikaans with Dutch also being understandable.

INTERESTS

I have many interests that align with my design heavy skills such as film, music and games along with just design itself. I also have taken up learning cooking and exercising to better my life along with improving my skills.

REFERENCES

Sinead Curran
Lecturer at TUD

Email:
Sinead.Curran@tudubli.ie

Nicola Duffy
Lecturer at TUD

Email:
Nicola.duffy@mytudublin.ie