



# LIEZEL CHETTY

## SENIOR GRAPHIC DESIGNER

### ABOUT ME

Senior Graphic Designer with over 16 years of experience across engineering, media, automotive, print, and brand-led environments. Currently supporting one of Ireland's leading engineering consultancies with tender documentation, CV production, brand management, and marketing assets. Experienced in deadline-driven, compliance-focused environments with a strong eye for layout, typography, and brand consistency.

### LANGUAGES



ENGLISH



AFRIKAANS

### EDUCATION

#### Diploma in Art & Design

PE College – Erica Campus  
(2007–2009)

### CONTACT INFO



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Waterford, Ireland

### WORK EXPERIENCE

#### DBFL CONSULTING ENGINEERS

Graphic Designer  
2023 – Present

##### Key Responsibilities

- Lead graphic production for tender submissions and framework bids
- Manage staff CV updates in line with tender and compliance requirements
- Maintain brand consistency across all proposal and marketing material

##### Additional Contributions

- Design presentations, marketing collateral, and internal documents
- Support CI updates across digital and print outputs
- Produce and edit company photography for use across marketing, bids, and digital platforms
- Support website content and CV templates using WordPress, Flowcase, and working knowledge of HTML, CSS, and JavaScript
- Collaborate with multidisciplinary engineering teams

#### BODYSCENT INTERNATIONAL

Graphic Designer  
2023

- Designed and updated product catalogues
- Produced product photography and visual assets
- Managed social media visuals and brand consistency

#### ALGOA FM

Senior Graphic Designer  
2019 - 2023

- Designed digital, online, and print collateral
- Managed website visuals and social media assets
- Supported brand consistency across platforms

#### KELSTON MOTOR GROUP

Graphic Designer  
2017 – 2018

- Delivered in-house branding and agency-facing design work
- Produced materials for brands including VW, Audi, and Peugeot

### EARLIER CAREER

Graphic Designer / Digital Manager  
2011 – 2017

Apple Print · Abelanani · iStream

- Designed print, packaging, and digital assets
- Developed campaigns for corporate and international clients
- Supported brand development and client-facing projects

### TOOLS & TECHNOLOGIES

**Design:** Adobe InDesign · Photoshop · Illustrator · Figma

**Video & Animation:** After Effects

**CMS & Development:** WordPress · Flowcase · GitHub · VS Code · Vercel

**Web & Front-End:** HTML · CSS · JavaScript · React (working knowledge)