



Lana Breedt
Senior Visual Designer

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Portfolio



LinkedIn

Overview

Senior Creative Designer with 20+ years of experience across print, digital, publication, and multimedia design. Specialising in layout design, visual communication, and brand-aligned creative solutions for both print and online platforms. Strong focus on producing clear, effective, and visually engaging work across a wide range of media.

Experienced in developing marketing and communication materials, including editorial layouts, corporate branding, social media content, public relations design, and basic web design. Advanced proficiency in Adobe Creative Suite (Illustrator, InDesign, Photoshop, Adobe Express), with additional experience in After Effects, Premiere Pro, and WordPress.

Known for strong conceptual thinking, attention to detail, and the ability to manage multiple projects under tight deadlines while maintaining high-quality design standards. Comfortable working closely with clients, editors, and creative teams to interpret briefs and translate them into effective visual solutions.

Academic background includes a Diploma in Visual Communication (Open Window), Certificate in Conference, Exhibition and Event Management (Damelin), and ongoing studies toward a BA in Strategic Brand Communication at Vega School (Emeris). Recipient of an IIE Golden Key Chapter award within the first 18 months of study.

Professional Experience

Senior Graphic Designer

Good News Lab | Gqeberha | South Africa

April 2019 to Present

Developed a wide range of digital and print design assets, including marketing collateral, social media content, PR materials, and campaign visuals. Contributed creative input to marketing strategies and ensured consistent brand application across all deliverables in a fast-paced agency environment.

Brand and Visual Designer

Global

March 2011 to March 2019

Delivered end-to-end design solutions for international clients across branding, editorial design, corporate identities, and startup visual development. Interpreted client briefs into clear visual concepts and produced final artwork across multiple platforms and formats.

Graphic Designer

Avusa Media | Gqeberha | South Africa

January 2009 to February 2011

Produced print and digital design work for The Herald and Weekend Post, working closely with editorial teams to support visual storytelling. Contributed to award-winning online journalism content as part of the Eastern Cape Vodacom Journalist of the Year Award (Online Category, 2011).

Graphic Design Lecturer

Port Elizabeth College | Gqeberha | South Africa

February 2008 to December 2008

Taught design software and visual communication principles, developing structured learning material and practical projects. Focused on building student confidence in creative tools and preparing them for industry environments.

Graphic Designer and Video Editor

4x4 Video | Gqeberha | South Africa

March 2007 to February 2008

Created visual assets for video-based projects, supporting the full production process from concept development through to editing and final output delivery, ensuring alignment with project objectives.

Graphic Designer and Print Coordinator

Ink and Print | Gqeberha | South Africa

October 2005 to February 2007

Designed print and marketing materials while maintaining brand consistency and production standards. Managed print workflows and ensured timely delivery across multiple concurrent projects.

Graphic Designer and Layout Artist

Property Finder | Pretoria | South Africa

December 2004 to September 2005

Handled layout and design of a property publication from advertising material intake through to final production. Worked closely with clients to ensure accurate execution of requirements while meeting strict deadlines.

Junior Graphic Designer Intern

Ultra Design | Pretoria | South Africa

December 2023 | December 2024

A motivated junior graphic design intern with foundational design skills and a strong willingness to learn in a fast-paced agency environment. Eager to contribute creatively while gaining hands-on experience across real client projects and collaborative team workflows.

Qualifications

Vega School at Emeris

South Africa | 2025 - Present (Graduating in 2029)

Bachelor of Arts in Strategic Brand Communication

Damelin

Gqeberha | South Africa | May - Sept 2010

Certificate in Conference, Exhibition and Event Management

The Open Window | School of Visual Communication

Gauteng | South Africa | 2003 - 2004

Higher Diploma in Visual Communication

Testimonials

Her work is very creative and flexible as she adapts to the brief. She is able to meet deadlines and work extremely professional. I trust she will show you the same courtesy as she has shown PINK.

Annel Venter | PINK Brand Management

Lana is incredible to work with. Her work ethic and communication is something to applaud and she always delivers her best work in a timely manner. Lana is a delight to work with and I would recommend her over and over again.

Erna Basson | Erabella Beauty, Majestic Weddings and Woman Entrepreneur

She is always on time with all the projects and always taking the extra mile for us. We love working with her.

Jeanette Kruger-Hibbins | Krukun

She has shown that she has a solid work ethic and some of the jobs included DTP, layout and brand development. She is self-motivated and dedicated to her tasks. I can strongly recommend making use of her services.

Annarie Paterson | PatZwi Design House

I love Lana's ability to understand our briefs and get it right so quickly. She is a really talented and capable designer as well as being cost effective and quick to deliver. It is truly a pleasure to work with Lana and I highly recommend her services.

Sarah Dirsuwei | The Plantation, The Boma and 39 on Church Guest House

Lana's ability to inject creativity into even the most mundane of jobs never ceases to amaze us here at Good News Lab, which is why we continue to call her a valued service provider and a friend.

Brian Hayward | Good News Lab

We have worked with Lana on a number of projects over the last few years, and have found her to be highly professional and very easy to work with. Lana responds quickly, and is always willing to adjust as needed, and her work is of a very high standard.

Emi Golding | Workplace Mental Health Institute