



Michaela Amaro

Junior Art Director

I'm Michaela, a young creative with a talent for visuals and a deep love for story-telling and advertising. I am qualified with a BA in Graphic Design and a BA Honours in Visual Communication.

My work has received recognition and has been entered into multiple local and international awards. I was awarded the opportunity of studying overseas in a student exchange program in Belgium.

I love conceptualizing sparks of genius and turning them into visual masterpieces. So get in touch and get ready for a symphony of ideas and creativity.

Education

- Bachelor of Arts Honours
Greenside Design Center**
Bachelor of Arts Honours in Visual Communication | 2023
- International Student Exchange
LUCA School of Arts, Belgium**
Bachelor of Arts in Visual Design (Advertising) | 2022 - 2023
- Bachelor of Arts Graphic Design
Greenside Design Center**
Bachelor of Arts in Graphic Design (Cum Laude) | 2020 - 2022
- Matric - National Senior Certificate
Marist Brothers Linmeyer**
NSC with Admission to Bachelor's Degree | 2019
- Portuguese B1 Proficiency
Instituto Camões**
Portuguese Level B1 Proficiency | 2018

Achievements

- Cross Connections 2024**
2024 | International Exhibition & Competition
Project: "Ik Lees"
- International Student Exchange**
2022 - 2023 | Top Graphic Design student selected for international exchange program with LUCA School of Arts, Belgium
- Behance Day Top 3**
2022 | Awarded with Top 3 Portfolio at Student Portfolio Day in collaboration with Greenside Design Center, Open Window, Vega and University of Johannesburg
- SheSays Mentorship**
2022 | One of 6 chosen students for SheSays Mentorship Moments in collaboration with VML
- Achievements**
2021 - 2023 | Projects entered into the Loeries and Typographic and Packaging competitions by Greenside Design Center

Experience

- Junior Art Director
Studio Gus | 2022 - 2023**
Engaged in freelance work at Studio Gus. This invaluable experience was conducted under the mentorship of Noelle Augustus, a professional Senior Art Director
- Freelance Graphic Designer
Freelance | 2020 - 2023**
Worked with numerous businesses to create a visual strategy, branding, layout, print media, digital media production and visual elements depending on clients needs
- In-house Graphic Designer
Wrap 'n Bag | 2020 - 2023**
Assisting and leading in all marketing operations. Designed all visual elements, print media and advertising as well as worked on creative projects for the company
- Junior Graphic Designer
A to Z Print | 2021**
Assisting senior designers with client briefs, in-house project, collaborative projects and conceptual development whilst learning the full printing process. Designed work for the company including calendar creation

Technical Ability

Illustrator	● ● ● ● ●
InDesign	● ● ● ● ●
Photoshop	● ● ● ● ●
Adobe XD	● ● ● ● ●
Premier Pro	● ● ● ○ ○
After Effects	● ● ● ● ○
Web and App UI	● ● ● ● ●
Mircosoft Suite	● ● ● ● ●