

## About Me

My name is Emma Filomena Chappé de Leonval and I am based in the vibrant city of Durban, KwaZulu-Natal. I am a dynamic and creative digital designer dedicated to crafting compelling visuals and intuitive user experiences. My journey in digital design began with intensive studies in the field of design, which cultivated a solid foundation of technical skills and a deep understanding of design principles. My experience working alongside design experts since my time spent at university has provided insightful coaching that has greatly refined my skills beyond the confines of traditional university education.

Nationality: South Africa    Valid Passport: South African and Dutch/Netherlands

## Education

### Westville Girls' High School

2014 - 2018

I passed matric in 2018 with an 80% average. I took Maths Core, English, Afrikaans, Art, Life Science and Geography. I participated in Marimbas, Art Club and Cross Country. I was also apart of the leadership body in 2018, the LMT (Learner Management Team) as the Head Mentor of Grade 9.

#### **Achievements throughout my highschool career:**

- South African Blazer for Music
- Honours Music
- Academics Half Colours
- Music Full Colours
- Cross Country Half Colours
- Marimba Band First Team (Griffin Girls)
- Leadership Positions (Grade and Art Mentor)
- Ubuntu Award (All-round Excellence)

### Vega School

2019 - 2021

I attended Vega School, studying a Bachelor of Arts in Digital Design and Multi-Media Communication.

#### **Achievements throughout my time at Vega:**

- Achieved the Bright Star Award in my second year (learners have - to achieve an A Aggregate for the year in order to qualify).
- Achieved the Bright Star Award in my third year as well as an
- Academic Bursery.
- Awarded the Pencil Award at graduation.

## Experience

### Home Ground Westville Baptist Church

2020 - 2021

Served as a volunteer social media designer for HerGround, a women's church ministry. Applied a strong understanding of digital communication and visual design to effectively convey the organization's mission to a broader audience. Created engaging content that enhanced outreach efforts and strengthened community engagement.

### Au-Pairing

February 2021 - November 2021

Successfully balanced academic responsibilities with a demanding role as an Au Pair. Demonstrated exceptional multitasking skills and adaptability by managing childcare duties while completing my final year of university. Provided attentive and responsible care, ensuring a structured and nurturing environment for the children.

### Junior Designer at 29/11 Creative Studio

December 2021 - May 2024

Worked remotely as a digital designer, specializing in animation, graphic design, web design, and print materials. Created visually compelling and strategically driven designs that elevated brand identities and user engagement. Thrived in a fast-paced environment, juggling multiple projects while maintaining precision and creativity. Collaborated with cross-functional teams to deliver innovative design solutions that met and exceeded client expectations.

### Mid-Weight Designer at Coffee Creative

May 2024 - present

In a hybrid role, spearheading animation, graphic design, web design, and print projects from concept to execution. Drive bold, innovative creative direction while ensuring strategic alignment and brand consistency. Work closely with the creative director and account executives to craft engaging visuals that captivate audiences and deliver results. Excel at managing tight deadlines, refining design workflows, and pushing creative boundaries to produce high-impact work.

[www.coffeecreativestudio.com](http://www.coffeecreativestudio.com)

# Emma Filomena Chappé de Leonval

Digital Designer

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## Experience

### Freelance

#### Across Multiple Years

Worked independently with a diverse range of clients, providing high-quality design solutions across animation, graphic design, web design, and print media. Developed brand identities, digital assets, and marketing materials tailored to client needs. Managed projects from concept to completion, ensuring timely delivery and strategic alignment. Maintained strong client relationships through clear communication, adaptability, and a commitment to excellence.

## Skills

### Adobe Suite and Alternative Software

Illustrator

Photoshop

After Effects

Premier Pro

InDesign

Lightroom

Figma

CapCut

Canva

### Personal

Time Management

Problem-Solving

Organisation

Attention to Detail

Collaboration

Reliability

## Let's Connect

I'd be happy to discuss how my expertise in digital design can support your team's goals. Please don't hesitate to reach out via email or phone—looking forward to the opportunity to collaborate.