

Luh Lunga Mtshali

SOUTH AFRICAN DIGITAL DESIGNER

nolulu.mtshali@gmail.com

+27 61 477 0926



I am a digital designer with a wide range of skills and a growing interest in UX design. I am passionate about creating user-focused, research-based solutions that enhance digital experiences for South Africans. With my cultural knowledge and design skills, I create designs that connect with local users and solve real-world challenges.

WORK EXPERIENCE

I have gained experience across various sectors, including retail, SEO management, administration, events, and hospitality.

TBWA Hunt Lascaris (Durban)

Digital Intern
March 2023 - December 2023

As an intern at TBWA HL, I gained hands-on experience working across multiple brands, with a focus on motion graphics, social media content, and web design. I actively contributed to a range of projects, including supporting front-end website design for select initiatives.

TBWA Hunt Lascaris (Durban)

Digital Designer
January 2024 - present

As a Digital Designer at TBWA, I created engaging visual content for websites, social media, and digital ads while maintaining brand consistency. I designed user-friendly interfaces, developed animations, and collaborated with teams to bring campaigns to life. I refined designs based on feedback, kept up with trends, and ensured each project provided a cohesive and appealing experience.

EDUCATION

Westville Girls' High School

NQF level 4
Obtained 2018

IIE Vega School Durban

Bachelor of Arts in Digital Design
Graduated 2022

IIE Vega School Online

Bachelor of Honours in Design Leadership
In progress, 2024

SOFTWARES



SKILLS

UX Design Skills

- User Research
- Wire-framing & Prototyping
- Animation
- UI Design
- Visual Design
- Typography & Layout
- Personas & User Journeys

Soft Skills

- Problem-Solving
- Emotional Intelligence
- Collaboration
- Communication
- Attention to Detail
- Time Management

