

# NI-SHAAT GAFIELDIEN

## DIGITAL DESIGNER \*

Design-focused web developer with 3 years of experience combining digital design, social media management, client acquisition, search engine optimization (SEO), and brand strategy to create cohesive and engaging online experiences. Skilled at translating client visions into functional, visually appealing web solutions while enhancing brand presence and user engagement.

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## EDUCATION

### CERTIFICATE IN FULL-STACK WEB DEVELOPMENT

*Life Choices Academy | 2023-2024*

Completed a 6-month intensive coding program focused on core programming concepts and hands-on application.

Participated in a structured internship, collaborating on real-world, public-facing projects while gaining hands-on experience with industry-standard tools, workflows, and deployment practices.

## EXPERIENCE

### WEB DEVELOPER

*TTS Digital Solutions Agency | 2024-2026*

Led client consultations to define requirements and translate business goals into functional web applications.

Managed the build and launch of websites and mini web apps, ensuring alignment with client vision and quality standards.

Collaborated with cross-functional teams and leveraged AI toolkits to deliver scalable, industry-standard solutions.

### BRAND STRATEGIST

*TTS Digital Solutions Agency | 2025-2026*

Led client consultations to develop branding kits aligned with business goals and brand vision.

Collaborated with social media and marketing teams to roll out refreshed brand identities while retaining existing customers.

Provided post-launch support and trained clients to independently manage and maintain their brand.



## SKILLS

Wireframing

Coding

Digital Design

Social Media Management

SEO

Web development

Market Research

Brand strategy

Trend Analysis

Multitasking

Documentation

Reporting

## RECENT WORK

### RETIRE SMART

Website [retiresmart.co.za](https://retiresmart.co.za)

Worked as part of a team to redesign and relaunch a financial planning website following a system failure.

### CHICK&CHOP

Website [chickchop.co.za](https://chickchop.co.za)

Built and deployed a responsive restaurant website with a focus on usability, branding, and content presentation.

## REFERENCE

### HAANIM PIETERSEN

*The Gates Foundation*

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