

Emma Jane Clough

Communication Designer

Versatile Communication Designer and Independant Artist with an academic and developing freelance background in brand identity, social media management, and retail projects. Driven by empathy and a curiosity for the human experience, I treat design as a process of discovery where complex emotions are translated into thoughtful visual stories that create lasting impact.

Contact me by clicking the icons

Education

Cape Town Creative Academy
Tertiary: 2026 - Present

Bachelor of Arts Honours in Visual Communication

- **Research Project & Practical Project: "Beyond The Reserve"**
- Investigating communication design as an active tool for decolonial conservation, combining theoretical research with photography.

IIE-Vega School Cape Town
Tertiary: 2023-2025

Bachelor of Communication Design

First Year
- 79% cumulative GPA and attained 8/8 distinctions.

Second Year
- 78% cumulative GPA and attained 7/8 distinctions.
- Sereti group project entered in the 2024 Loeries Student Awards and Pendorings, achieved a *finalist spot in the Pendorings.*

Third Year
- 79% cumulative GPA and attained 7/8 distinctions.
- Sereti group project was awarded the *Black Pixel Award* for *Best Digital Student* at the 2025 Bookmarks Awards.
- Creation Wine Labels attained *finalist spots* in the *2025 Loeries Student Awards and Pendorings.*
- Kaaps met djou group project nominated for a *finalist spot in the 2025 Pendorings, and 2026 Loeries Student Awards.*

Crawford International Lonehill
High School: 2018-2022

Matriculated with an average of 78% and 5 distinctions.

Achievements
- Distinctions: Design (88%), Visual Arts (86%), Afrikaans (86%), History (80%), Life Orientation (92%).
- Placed 3rd in my year in both Visual Arts and Design.
- Received 2nd and 3rd place prizes for my Matric Design and Art exhibition respectively.

Experience

Communication Designer & Social Media Manager
July 2025 – Present

Studio 349
- Collaborated with a photographer as a *brand model* for website and social media campaigns to present the starting product line.
- Currently *redesigning their visual identity* and creating packaging to align with a cohesive, modern brand aesthetic.
- Currently *managing and creating social media strategies*, including content creation, scheduling, and community engagement to drive brand awareness and direct users to their website that is currently in development.

Communication Designer
August 2025 – October 2025

Captain Fanplastic (Group Brand Challenge)

- *Collaborated within a multidisciplinary team* of Strategists, Digital Marketers, and a UI/UX Designer to develop a comprehensive brand campaign.
- *Executed visual communication assets* that aligned with the overarching campaign strategy, ensuring a cohesive brand voice across various touchpoints.
- *Co-led the design process* with UX/UI Designer, from initial concept brainstorming to the creation of the final presentation of a market-ready campaign.

Independant Artist
Dec 2024 – Present

Serene Art and Design

- Created and managed a *comprehensive brand identity*, including the design of all visual assets and marketing collateral to ensure a cohesive and professional presence.
- Currently learning *social media marketing* for Instagram, creating engaging content that expands brand reach.
- Managed *retail operations* for high-traffic events, including the Candor Market, Franschhoek Market, and Somerset West Christmas Market.
- Managed all *business finances,* including budgeting for supplies, pricing original works for profit, and overseeing production costs for custom art prints

Skills



Technical

- Solid foundations in *Adobe Photoshop and Illustrator*; skilled in *traditional drawing* and *illustration.*
- Proficient in *Adobe Premiere Pro* and *After Effects* for basic video editing and motion graphics.
- Experienced in *Adobe InDesign* for layout design and *Lightroom* for photo editing.
- Working knowledge of *Figma, Wix, Adobe XD, and WordPress*, with a foundational understanding of *User Experience and User Interface.*
- Intermediate skills in *photography.*
- Understanding of *strategic brand direction and marketing concepts*, including campaign development and brand activation.
- Skilled in the *Microsoft Office Suite* for admin.
- Proficient in creating visually compelling and structured *presentations* for client pitches using *Adobe Illustrator and Canva.*

Soft

- Experience with *working within diverse teams* alongside Motion Designers, Strategists, Digital Marketers and UI/UX Designers.
- *Flexible team member* capable of stepping into *leadership roles* within collaborative environments to meet project goals.
- Good *verbal and written communicator*; skilled at conveying complex creative ideas and practicing *active listening*.
- *Fluent in English and Afrikaans.*
- *Adaptable mindset* with a focus on finding creative solutions to design and business challenges.
- Ability to *translate complex* brand *challenges* into clear, persuasive visual narratives through comprehensive presentation decks.
- Skilled at *presenting creative concepts* and *listening* actively to *feedback* to refine brand activation strategies.

Additional

Sports

- Represented the Gauteng Indoor B-side for hockey.
- Achieved captaincy of the First Team (Outdoor Hockey) during matric year.
- Attained Full Junior Colours (Indoor), Half Colours (Outdoor), and Senior Half Colours for consistent excellence in hockey.