

CLAUDIO PENNY

CREATIVE

C.V | PORTFOLIO

Hello, my name is Claudio Penny. I am a graphic designer by practise but a brand creative by passion.

I have been a self-taught designer since the beginning of my career, driven by my passion and need to realise my dreams, and the desire to leave my own unique mark on the world as a creative.

I love learning new things, new challenges and finding creative solutions to best communicate a brand's identity.



PERSONAL INFORMATION

NAME(S) : Isheanesu Claudio

SURNAME : Penny

PREFERRED NAME : Claudio

SEX : Male

D.O.B : 21/12/1990

D.OB : Not yet

NATIONALITY : Zimbabwean

I.D : 63-2284676 B 58

PASSPORT NO : DN502620

PERMIT NO : PTA30553/2015/TRP

RELIGION : Christian

LANGUAGES : English, Shona

EDUCATION

HIGH SCHOOL:

The Heritage High School Zimbabwe'09

TERTIARY EDUCATION:

Inscape Education '13 (ba in design)

PROFESSIONAL SKILLS

ADOBE SUITE

Photoshop

Illustrator

Indesign

Dreamweaver

BASIC SKILLS

Flash

Muse

After Effects

Encoder

CorelDraw

PHOTOGRAPHY

Potraiture

Corporate Events

Product Photography

PROFESSIONAL INTEREST

BRANDING

Brand Communication

Brand Strategy

PHOTOGRAPHY

Photo journalism

SOCIAL MEDIA

Social Media Strategy

OTHER

FCMG branding, advertising

consumer psychology,

print & editorial

Auto Plan PVT Zimbabwe

Duration : Jan 2011 - December 2011

Duties : General office administration and car sales

SADCNET

Duration : June 2013 - July 2013

Position : Graphic Design Intern

PRAGA TECHNICAL

Duration : April 2014 - Jan 2015

Position: Robot Programming

FREELANCER

Duration: Jan 2015 - Oct 2015

Duties: Graphic Design, Webdesign,
Photography, Brand Strategy

GRAFFIC HUB

Duration: Oct 2015 - Nov 2015

Position: Freelance Consultant

Duties: Design and branding
(cooperate brand activation and identity manuals)

Duration: Dec 2015 - Nov 2016

Position: Junior Designer

Duties: Design and branding
(cooperate brand activation, identity manuals and
basic brand strategy :
Traditional and Social media Strategy)
Overseeing/supervising design team
Communicating with clients

Africa Press Publication

Duration : August 2017 - Present

Duties : Editorial and Book design
(Magazines & Cook Books)
Handling all design work from
concept to print.

THIS IS
WHAT
I DO

ILLUSTRATION

These three illustrations were part of the AFRICAN ARTSHOWCASE exhibition in London, July 2016.

I was inspired by Zimbabwe's political history and the pioneering post colonial leaders.



Canon Banana
1st Black Prime Minister of
Zimbabwe



Robert Mugabe
1st President of Zimbabwe



Morgan Tsvangirai
1st post colonial opposition
party leader

LOGO DESIGN

Here are a few logo concepts
I have developed. These range
from health care to bakeries.



BRANDING



WOVE INTERIORS



WOVE INTERIORS

I was tasked with developing the brand identity for WOVE INTERIORS, an interior decor company that is passionate about the finer detail and providing their clients with unique creative interior solutions. My challenge was to create brand visuals that gave a sense of the craftsmanship that one would get from their services.



afriQueTM
nature's anointed

afriQue

AFRIQUE is a moringa based herbal tea and skincare brand.

I was given the opportunity to develop their logo and package design. The logo needed to be multifunctional for a variety of products and still ring true to their moringa ingredient. The next challenge was developing packaging that will stand out on the shelf, be visually appealing and that communicates everything the brand stands for - health, afrocentricity, and simplicity.

BRANDING



SAMUYANDA LUV BAKES has been my most emotionally invested project. The name is an amalgamation of the owner's two sons who have become a part of the baking process. The challenge was to create brand visuals that embodied her two sons and her passion for baking in a way that is light, fun and unique to the category.



WOVE INTERIORS



SAMUYANDA

LUV BAKES

afriQueTM
nature's anointed

PHOTOGRAPHY

I use my camera as a lens on a world
filled with emotions, moments and
timeless memories.



Thank you for your time



This is me

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Email: icpennyjr@gmail.com
[Behance](#) | [Instagram](#)

STALK ME