



ethiliaaustin



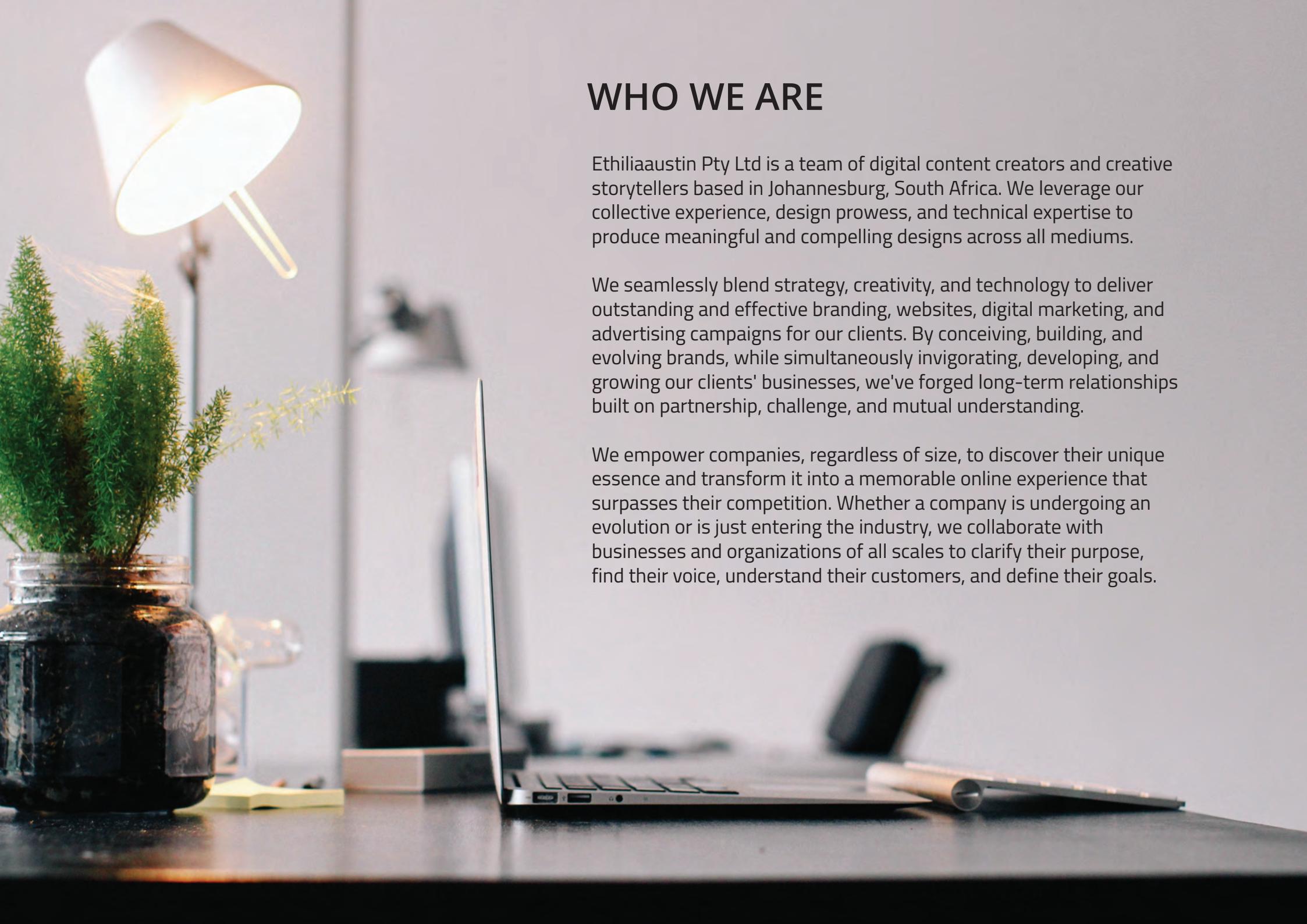
078 831 4987 or 078 226 8358



admin@ethiliaaustin.co.za

COMPANY PROFILE

For outstanding creativity and effective branding, websites, digital marketing and social media campaigns.



WHO WE ARE

Ethiliaaustin Pty Ltd is a team of digital content creators and creative storytellers based in Johannesburg, South Africa. We leverage our collective experience, design prowess, and technical expertise to produce meaningful and compelling designs across all mediums.

We seamlessly blend strategy, creativity, and technology to deliver outstanding and effective branding, websites, digital marketing, and advertising campaigns for our clients. By conceiving, building, and evolving brands, while simultaneously invigorating, developing, and growing our clients' businesses, we've forged long-term relationships built on partnership, challenge, and mutual understanding.

We empower companies, regardless of size, to discover their unique essence and transform it into a memorable online experience that surpasses their competition. Whether a company is undergoing an evolution or is just entering the industry, we collaborate with businesses and organizations of all scales to clarify their purpose, find their voice, understand their customers, and define their goals.



ethiliaaustin



BRAND IDENTITY AND DESIGN

At Ethiliaaustin Pty Ltd, our brand design process begins with a purpose-designed work session. We delve into brand identities both within and beyond your category, engaging in meaningful discussions to unearth insights. This ensures we deliver a brand design that's not only strategically sound but also feels inherently right for you.

As a dedicated brand design agency, we start with your logo design and then meticulously flesh out your full brand identity.

- Logo design
- Brand identity development
- Style guide development
- Collateral design

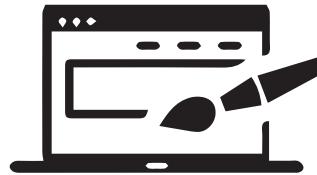


DIGITAL MARKETING

We provide strategic support to help your brand breakthrough on the online marketplace. This starts with a deep understanding of your target audience – not just their demographics but where they spend their time and what kind of content catches their eyes – and ends with a highly detailed digital and social media strategy.

From social media to email marketing and beyond, we take a methodical process grounded in your brand strategy to help you not only speak to but engage your audiences where they're spending all their time – online.

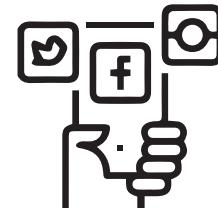
- Digital strategy
- Social media strategy
- Email marketing



WEBSITE DESIGN

At Ethiliaaustin Pty Ltd, we build websites that are purposeful, leveraging simplicity, design, and user experience (UX) to deliver and enhance your brand's strategy and customer experience.

We begin the website design process by gaining a full understanding of your goals: Is the website primarily an informational source to drive new business? A resource center to engage prospective and current customers? A place for transactions? We consider these questions – and many more – in the context of your brand strategy and customer experience in order to design a website that not only looks good but achieves your strategic goals.



SOCIAL MEDIA MANAGEMENT

We specialize in strategy and management for Facebook, Instagram, Pinterest, Twitter and YouTube. Our team of social experts tell your brand's story through creativity.

We showcase your brand with custom imagery + video, optimize your budget with cost-effective advertising campaigns, and grow and engage with your target audiences through effective management practices.



ethiliccaustin

Design

PORTFOLIO

2025

LOGOFOLIO & BRAND DESIGN

Some of my most recent designs to showcase my skills

COMPANY
INFORMATION

LOGOFOLIO &
BRAND DESIGN

SOCIAL
MEDIA

PRINT &
OUTDOOR
MEDIA

UX/UI & WEB
DESIGN



COMPANY
INFORMATION

LOGOFOLIO &
BRAND DESIGN

SOCIAL
MEDIA

PRINT &
OUTDOOR
MEDIA

UX/UI & WEB
DESIGN





AQUATICA SOLUTIONS

The logo for Aquatica Solutions is built around the imagery of a water droplet, a symbol universally associated with purity, life, and harmony. This aligns perfectly with the company's core mission of providing clean and purified water. The design features the letter "A" prominently placed inside the droplet, representing the company name "Aquatica," and signifying its central role in water purification and sustainability.











MNT PEOPLE SOLUTIONS

The MnT People Solutions logo combines symbolism and typography to visually communicate the company's core values and services. The primary symbol is a light bulb containing a tree, where the tree branches are interconnected, representing growth, knowledge, and collaboration. The typographic element features the acronym "MNT" with the full name "People Solutions" positioned below, emphasizing the company's focus on people and leadership.





MANT
PEOPLE SOLUTIONS





93+
RATINGS



Jane Dlomo
RELATIONSHIP MANAGER



Human Capital Solutions

Our expertise in evolving human capital solutions positions us at the forefront of a rapidly changing workplace environment.



Human Capital Training & Development

Our expertise in evolving human capital solutions positions us at the forefront of a rapidly changing workplace environment.







HOME ABOUT US OUR SERVICES SUBMIT CV CONTACT US

JOBS OPPORTUNITIES

Human Capital Solutions

MNT PEOPLE SOLUTIONS
Our expertise in evolving human capital solutions positions us at the forefront of a rapidly changing workplace environment.

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OUR SERVICES

For Unparalleled Value

We work tirelessly to improve our clients' hiring profile while retaining a competitive advantage in a global economy.

RESOURCES

HUMAN CAPITAL INFRASTRUCTURE

EMPLOYEE RELATIONS

OUR SERVICES

talent
acquisition

talent
development

talent
development

Check out our job
opportunities

JOBS OPPORTUNITIES



ACCOUNTICA

The logo for Accountica combines symbolism and typography to represent the company's focus on stability, precision, and financial expertise. The primary symbol is made up of six arcs forming a rounded triangle, which represents balance, unity, and guidance. The company's name, "Accountica," is prominently placed above the rounded triangle, reinforcing the brand's identity and professional focus.









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& Compliance
for your business.

No long-term contracts; month
to month service with a 30-day
cancellation period.



SOCIAL MEDIA

Showcasing various fields like Petrochemical, Beauty, Finance, Green Energy

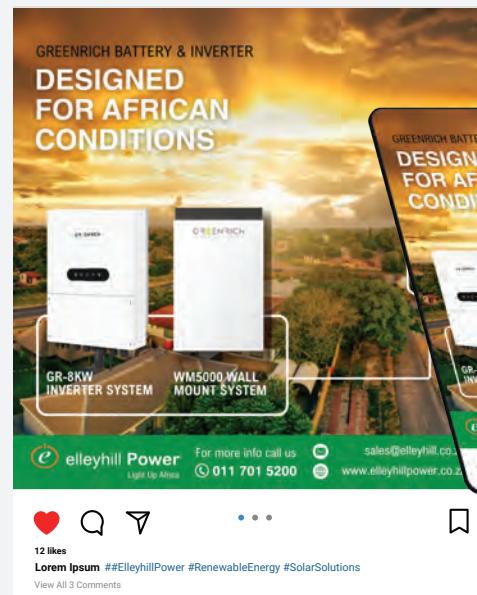
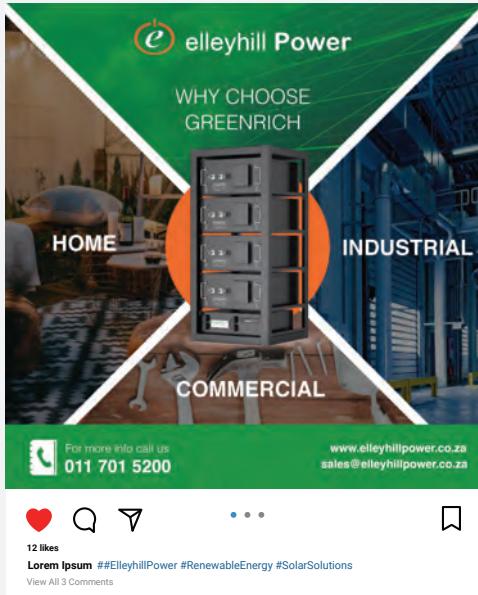
COMPANY INFORMATION

LOGOFOLIO & BRAND DESIGN

SOCIAL MEDIA

PRINT & OUTDOOR MEDIA

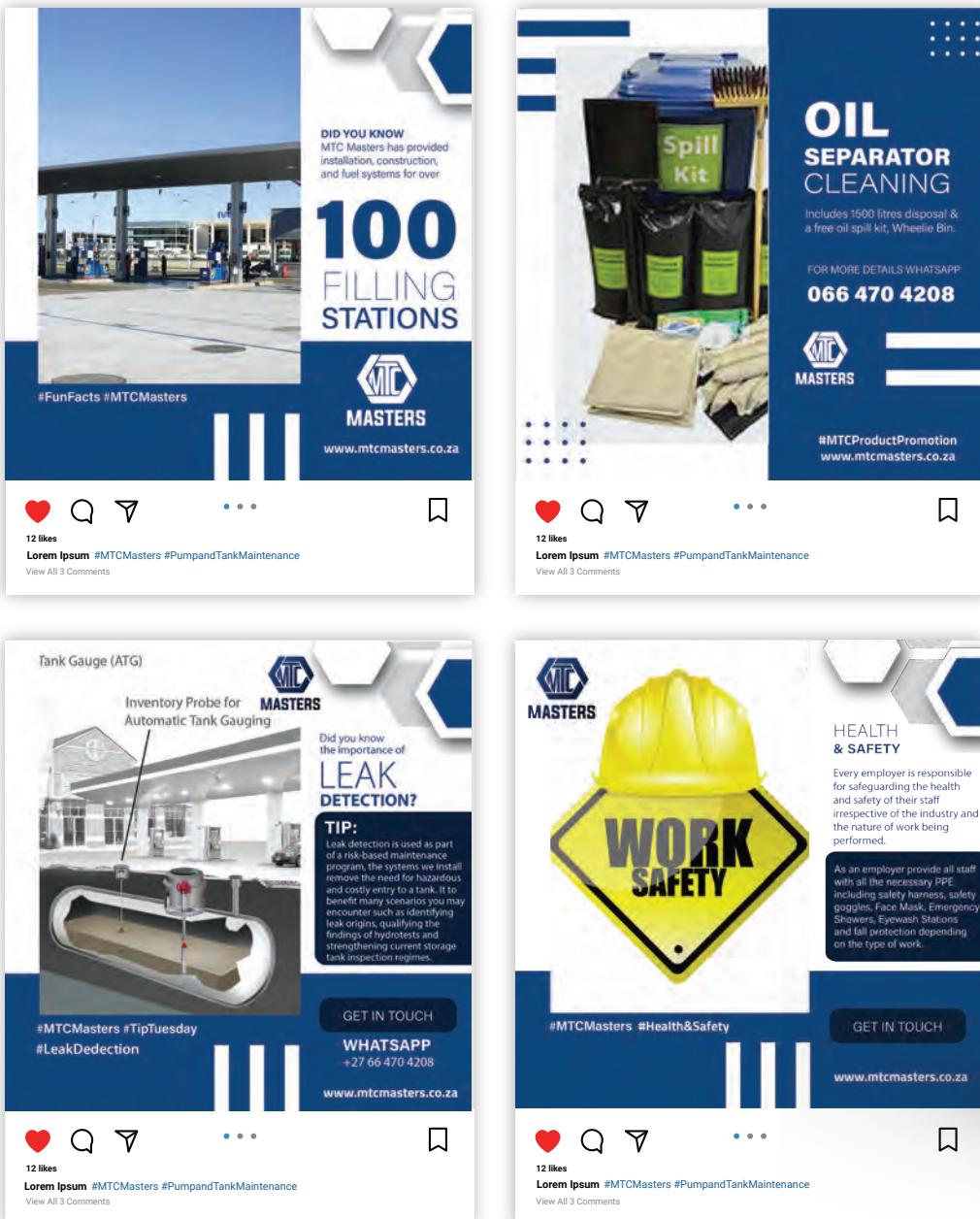
UX/UI & WEB DESIGN



ElleyHill Power

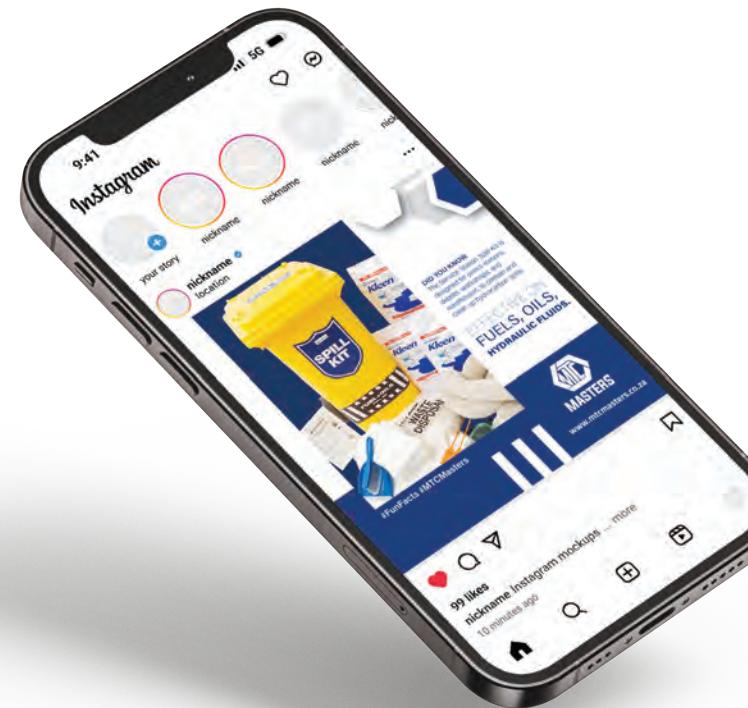
Create a series of social media post designs for ElleyHill Power a solar and green energy company. Highlight their new brand Greenrich. Use green as the main colour, keep design simple, clean and organised.

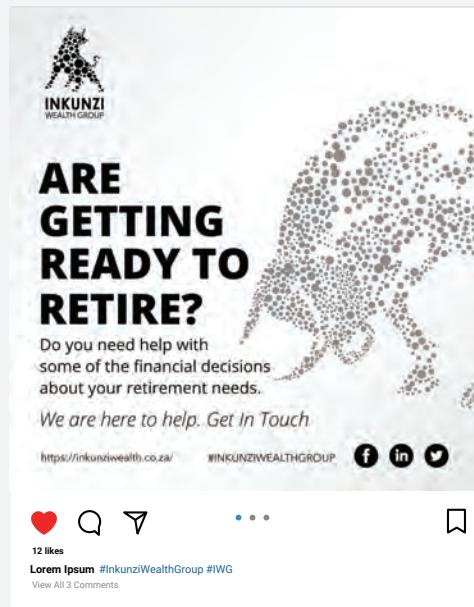
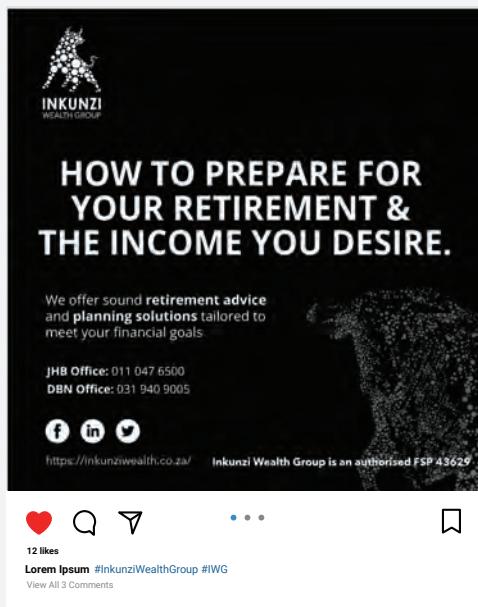
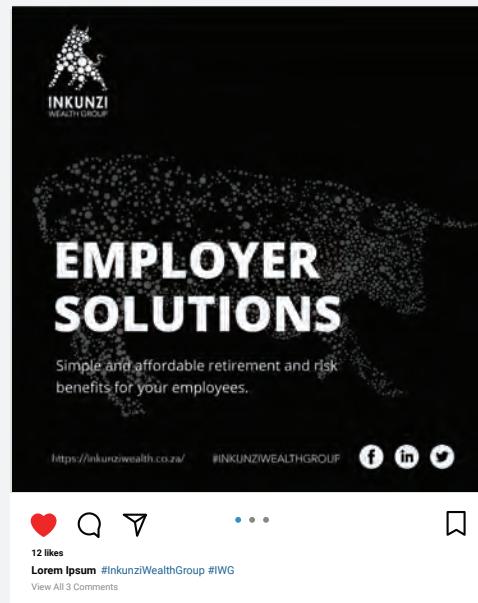




MTC Masters

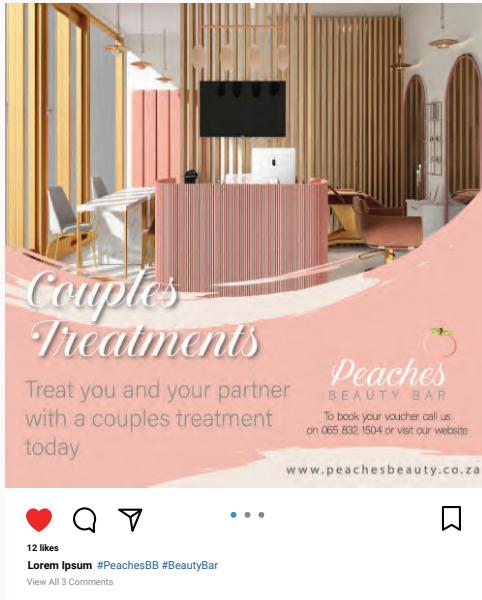
Create a series of social media post designs for MTC Masters a South African petrochemical company. Highlight their achievements, product offering. Use blue as the main colour, keep design simple and minimal.





Inkunzi Wealth Group

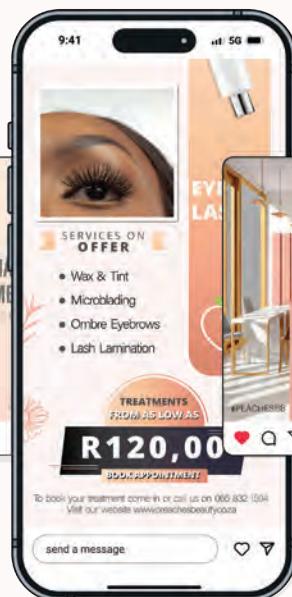
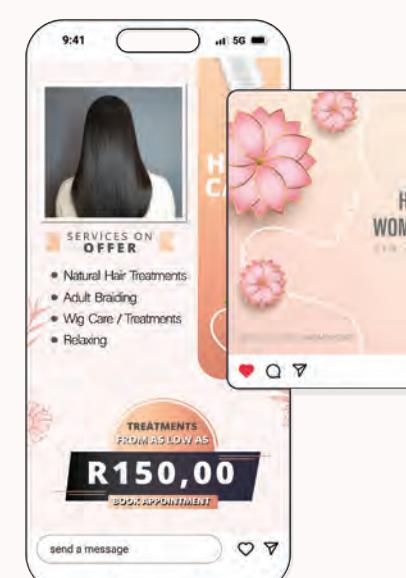
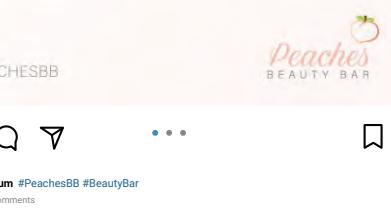
Create a series of social media post designs for Inkunzi Wealth Group a South African retirement and wealth management company. Share advice tips, insights and resources. Use black as the main colour, keep design simple and minimal.



NOURISH SKIN
WITH
A DAILY
MOISTURIZER

Peaches Beauty Bar

Create a series of social media post designs for Peaches Beauty Bar a South African beauty bar that offers facial, hair, skin treatments. Share promotions tips, insights and resources. Use pink as the main colour, keep design elegant and simple.



PRINT & OUTDOOR MEDIA

Report | Exhibition Stand | Diary | Brand Guidelines | Packaging

Employability in Africa Report 2023

Explore the Employability in Africa report, a comprehensive analysis conducted by the Africa Careers Network at the African Leadership Academy. This report delves into the trends and accessibility of internships and job placements across eleven key African nations: Benin, Ghana, Kenya, Malawi, Nigeria, Rwanda, South Africa, Tanzania, Uganda, Zambia, and Zimbabwe.

Download Employability In africa report 2023 summary



Download
Employability
In africa report
2023 summary









PRINT & OUTDOOR MEDIA - NFVF BERLIN 2024 EXHIBITION STAND



NFVF BERLIN STAND

The National Film and Video Foundation (NFVF) participated in the Berlin International Film Festival 2024 to promote the South African film and video industry.

PRINT & OUTDOOR MEDIA - NFVF BERLIN 2024 EXHIBITION STAND





**COMPREHENSIVE
LEGAL INSURANCE**

Get affordable professional legal advice and services anywhere in South Africa. Our legal plan covers the cost of civil, labour or criminal matters you may be facing, so you can get the issue resolved as quickly as possible.

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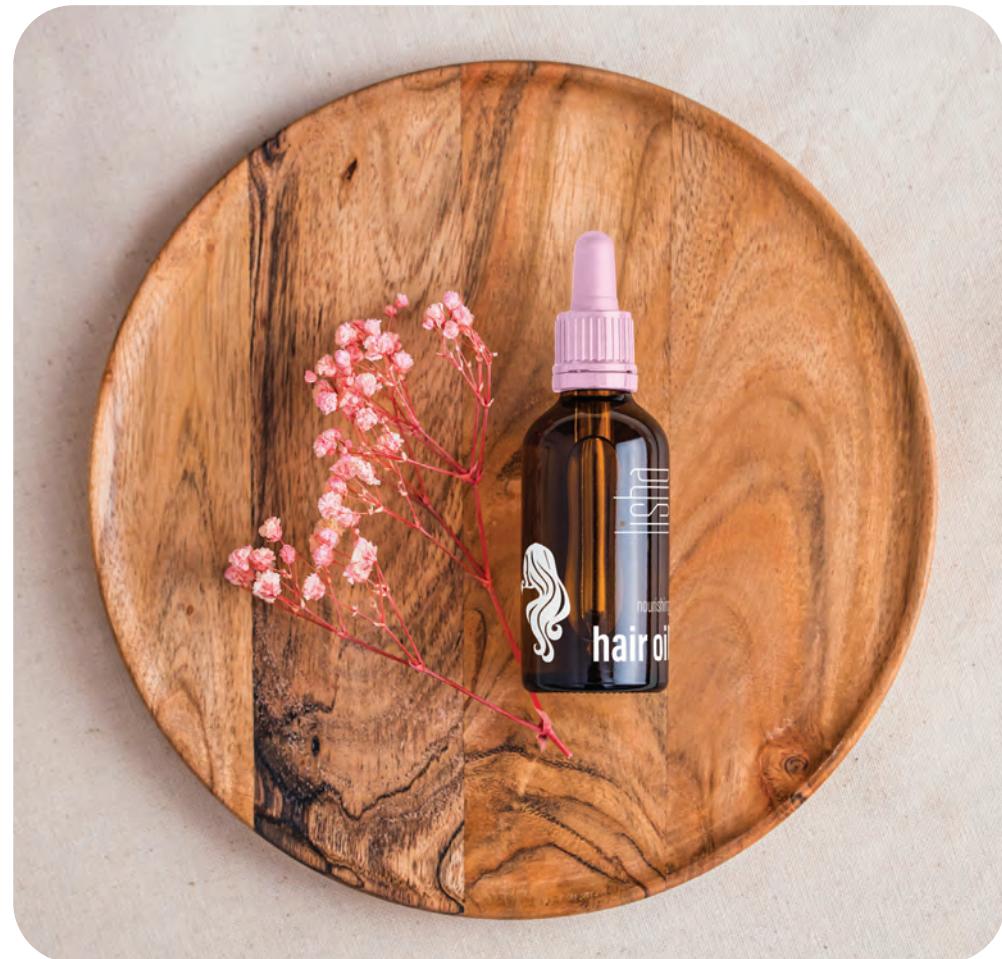






PRINT & OUTDOOR MEDIA - LISHA PACKAGING DESIGN





UX/UI & WEB DESIGN

Showcasing some of the different types of websites such as business, e-commerce, membership and booking websites.



The Pythagoras Infrastructure Group website is a digital reflection of the company's commitment to quality and efficiency. I designed and developed the Pythagoras Infrastructure Group website, prioritizing a minimalist aesthetic to enhance readability and guide user attention. I implemented a consistent visual language, including a cohesive colour palette and typography, to create a professional and unified brand identity. The website features intuitive navigation, clear calls to action, and responsive design to optimize the user experience. By effectively combining form and function, the website delivers a strong online presence that aligns with the company's brand and business objectives.

WEBSITE

<https://pythgroup.com/>

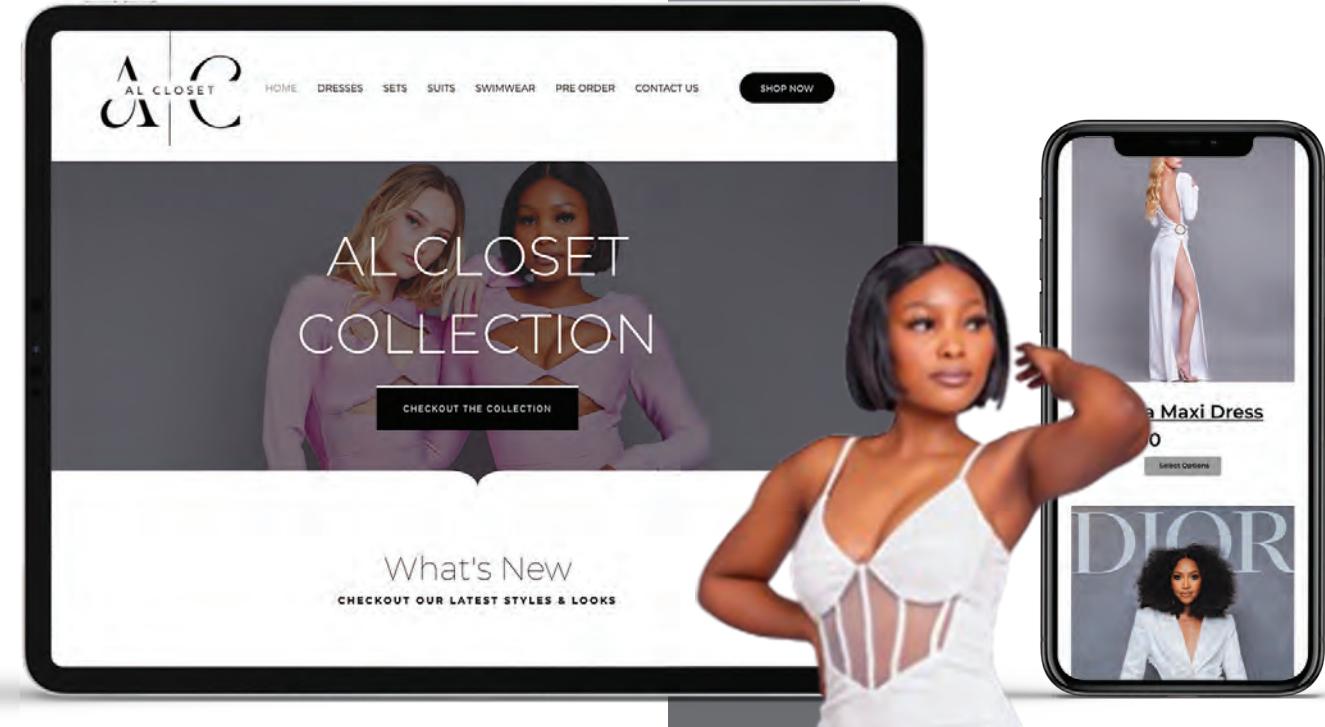


SCAN TO VISIT
WEBSITE





AL Closet, an online boutique dedicated to offering exclusive and one-of-a-kind fashion pieces, leverages a minimalist design approach to highlight its stunning merchandise. I designed and developed the AL Closet website using WordPress, WooCommerce, Elementor, and Adobe Photoshop. This online boutique prioritizes a minimalist design approach to highlight its exclusive fashion pieces. By utilizing simple typography, strategic whitespace, and a user-friendly layout, I created a visually appealing and intuitive shopping experience. The website is optimized for seamless navigation and a smooth checkout process, ensuring a positive customer journey.



WEBSITE

<https://alcloset.co.za/>

SCAN TO VISIT
WEBSITE



MECS

MECS, a South African service-oriented organization specializing in custom-made manpower management solutions, has developed a user-friendly website to facilitate candidate interaction. I designed and developed the MECS website using WordPress, HTML, CSS and Elementor. This platform is tailored to streamline the candidate experience, allowing them to easily submit CVs and explore job opportunities. By prioritizing simplicity and ease of use, I ensured a user-friendly interface. The website's design incorporates the company's corporate colours, creating a cohesive visual experience that reinforces brand identity. This project demonstrates my ability to develop functional and visually appealing websites that meet specific business needs.

WEBSITE

<https://mecs.co.za/>



SCAN TO VISIT
WEBSITE

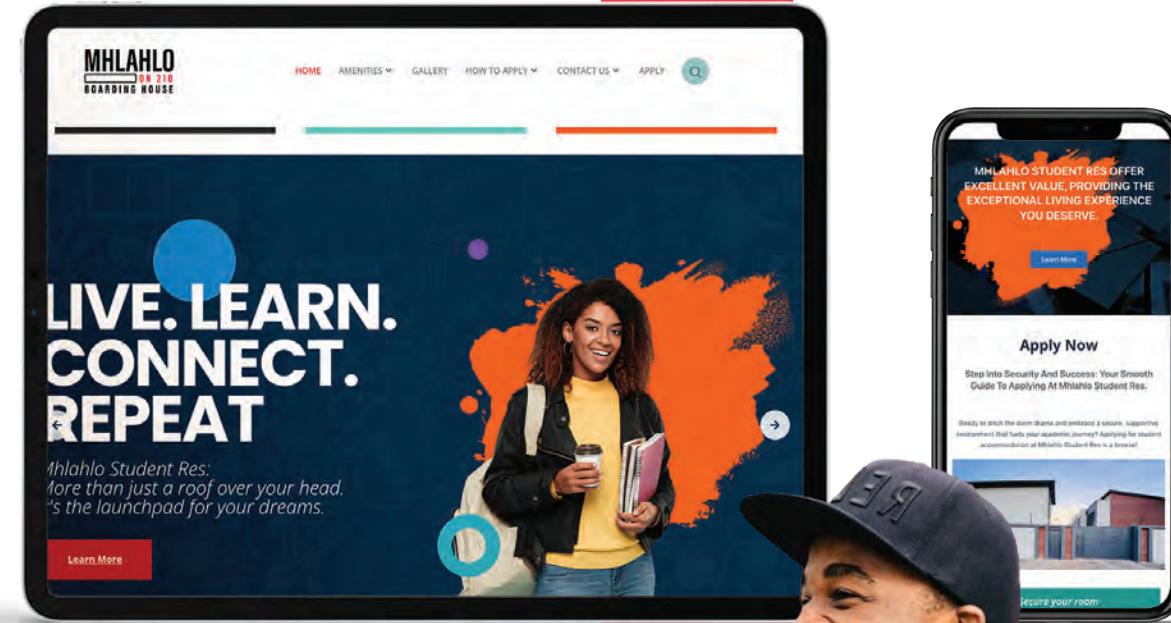


MHLAHLO

ON 210

BOARDING HOUSE

Mhlahlo on 210 is a South African student accommodation provider dedicated to creating a secure and supportive study environment. I designed and developed the Mhlahlo on 210 website using WordPress, Elementor, and Adobe Photoshop. This platform provides an intuitive user experience, showcasing the modern facilities and vibrant community of the student accommodation. By prioritizing clear information architecture and mobile-friendly design, I ensured that students can easily navigate the website, explore available rooms, and learn about amenities. The consistent branding and visually appealing design elevate the overall user experience, making it a valuable tool for potential residents.



WEBSITE

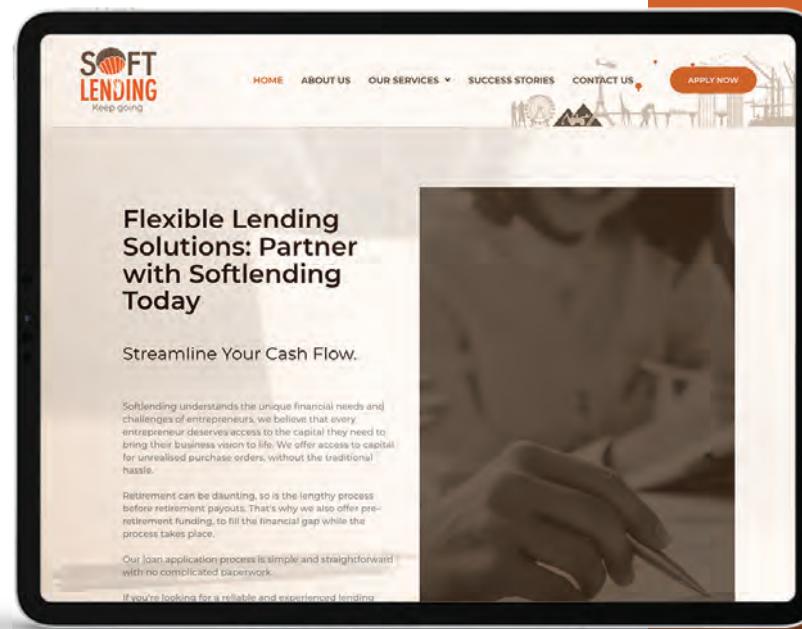
<https://mhlahlopd.co.za/>

SCAN TO VISIT
WEBSITE





Soft Lending, a South African financial services provider, empowers businesses and individuals to achieve their financial goals. I designed and developed the Soft Lending website using WordPress, Elementor, Adobe Photoshop, and Adobe Illustrator. This project focused on creating a user-friendly platform that empowers businesses and individuals to access financial solutions. Key features include intuitive navigation, clear and concise content, easy-to-use online application forms, a visually appealing design, and responsive layout.



WEBSITE

<https://www.softlending.co.za/>

SCAN TO VISIT
WEBSITE



YOUTH MOBILE APP

The Youth mobile app is a dual-access platform designed to ensure the safety, health, and engagement of children and teenagers while offering parents effective monitoring tools. With two distinct interfaces—one for children and another for parents—the app provides health tracking, accessible emergency medical records, and curated educational and entertainment content. Community features foster social interaction within a structured, moderated environment, supporting positive engagement among young users.

Built with a user-centered approach, the app incorporates a geo-fencing function, allowing parents to set safe zones and receive notifications if children or elderly users move into high-risk areas. Key design principles include responsive design, accessibility, and data privacy compliance, ensuring an experience that's intuitive, secure, and age-appropriate. Youth seamlessly integrates these elements to provide both children and parents with a safe, engaging, and well-supported digital environment.

YOUTH MOBILE PARENT APP



LINK

<http://bit.ly/48qBHDq>

YOUTH MOBILE CHILD APP



LINK

<https://tinyurl.com/yzwjctxt>



AKTUS MUSIC APP

The Kactus Music App wireframe represents a streamlined, social-first music platform where users can freely explore, enjoy, and share music with ease. Designed for seamless music discovery and engagement, the app's layout facilitates unlimited access to favorite artists, personalized playlist creation, and straightforward sharing options. By implementing intuitive sorting and filtering, users can effortlessly discover new music and artists based on their preferences, enhancing the exploration experience. The minimalist wireframe structure employs clear information architecture, with responsive and accessible design standards to ensure usability across devices. With easy-to-use, prominent call-to-action elements for building playlists and sharing with friends, the Kactus Music App wireframe prioritizes a personalized, community-focused experience for all users.

SCAN TO VIEW
WIREFRAME



LINK

<https://tinyurl.com/2zt2z7wk>



TRACKSALES SALES TRACKING APP

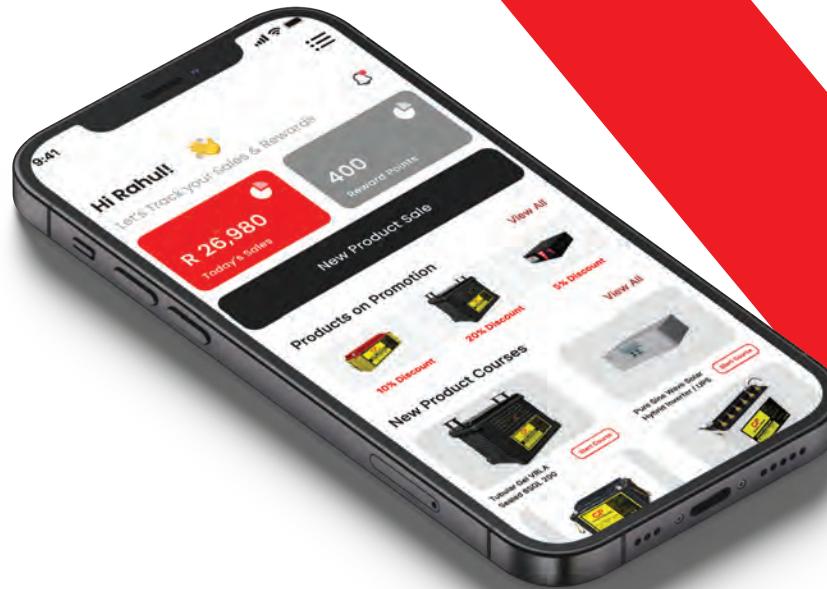
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SCAN TO VIEW
WIREFRAME



LINK

<https://tinyurl.com/y43aubjz>



Sales Chart

Sales This Month Products Sold This Month

R 86,980 /120,000 60 /75



POWER YOUR GRID

GAMIFIED PRODUCT KNOWLEDGE

Power Your Grid is an engaging gamified mobile app designed to increase user awareness and knowledge of Elleyhill Power's solar products through a fun, interactive daily quiz challenge. Built with microlearning principles, the app offers quick, daily quizzes that allow users to learn about solar technology and product features in bite-sized formats. To incentivize consistent participation, users earn rewards and points for each daily quiz completed, culminating in a chance to win a grand prize—a 5kWh Greenrich battery valued at R60,000. Utilizing progressive rewards and points-based scoring, Power Your Grid fosters motivation and engagement, applying positive reinforcement to encourage ongoing product learning. Designed with a user-centered approach, the app features a simple, accessible interface with clear progression indicators, privacy compliance, and easy navigation to ensure an enjoyable, secure learning experience for all users.

SCAN TO VIEW
WIREFRAME

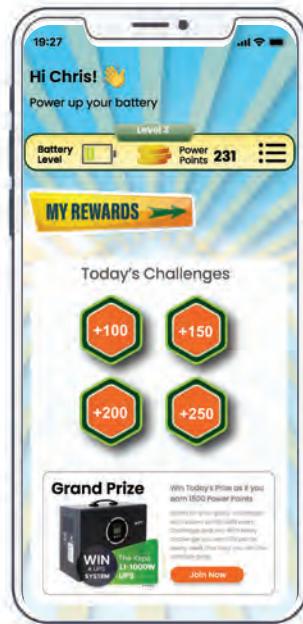
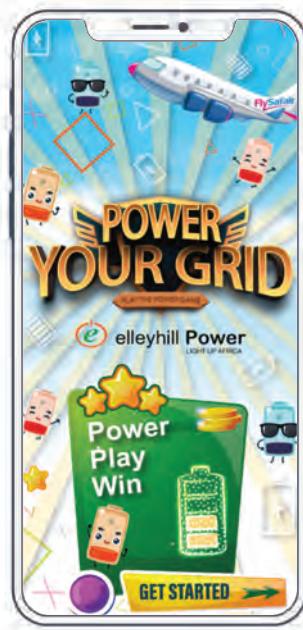


LINK

<https://tinyurl.com/4vj8wn7e>



UX/UI DESIGN - POWER YOUR GRID APP - PROTOTYPE



THANK YOU

Get in touch



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admin@ethiliaaustin.co.za