

**PORTFOLIO** 

# MARIA MAGDALENA

(SELECTED PORTFOLIO PIECES)



# ABOUT

[HELLO] [ROLE] MAGDALENA CAMPBELL 20 24 ILLUSTRATION, GRAPHIC & UX DESIGN

#### Hello, I'm Magdalena.

I'm an independent graphic designer and illustrator with a striking aesthetic and strong professional reputation.

I hand-draw illustrations and logos, create visual systems with heart, and specialise in designing with my clients' business growth kept front of mind.

After my success as a senior designer for a global company, I made the move to indepedence, and have been designing under my Maria Magdalena brand for over eleven years.

Combining my role as an internationally exhibiting artist with my expertise in graphic design has ensured my measurable success. I have worked with brands from all over the world, many of whom have experienced over 300% growth after working with me.

Having moved to Cape Town to pursue my passion in the art industry, I now call the Winelands home. I was named an SABS Design Achiever in my fourth year of studies as well as an Emerging Creative at the International Design Indaba two months after launching my first illustration range.

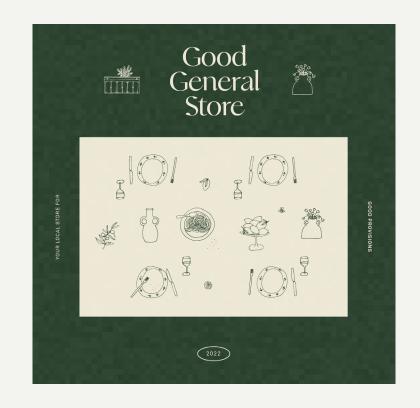
I am particularly known for my style of combining complex lines to simple, elegant effect. It has been an honour to have had my work published worldwide on blogs, in magazines, on the radio and even on television.

Process is important to me and because of that, I take on a limited number of projects at a time. This quality control means I can give you the focus and exclusivity to ensure the very best results.

If you are ready to invest in yourself and your business growth, then welcome. Let's get started.

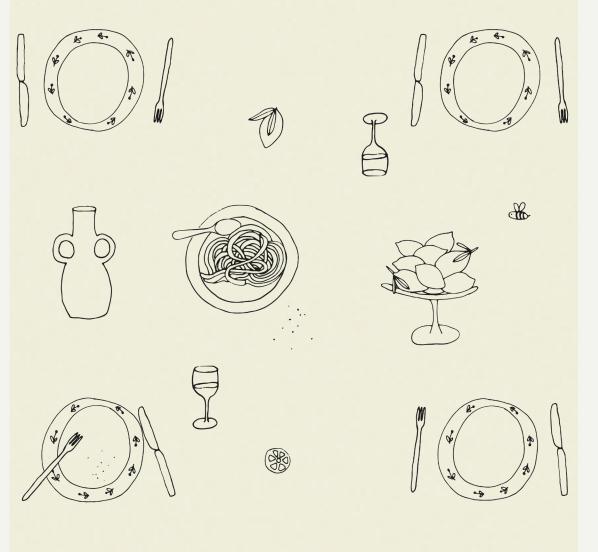
(left) Photographer Sinjin Sullwald, Hair & Make-up Marlinette Newman & Florals by Kadou







# BANDING







(above) Logo Design & Illustration

### THE SUSHI CLUB



(above) Image from Pinterest

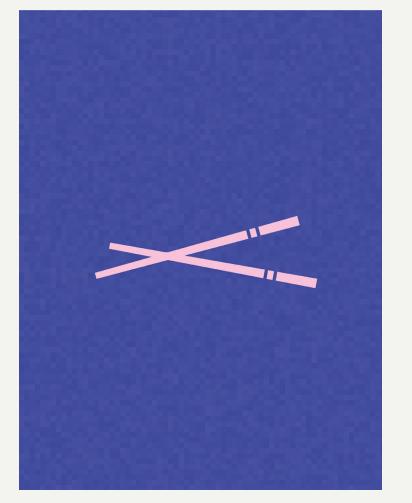


The Sushi Club Logo, Illustration & Branding 2023

# The Sushi Club

(above) Bold Colours & Textures

Logo & Branding project for a new Sushi Restaurant set to open in Johannesburg.



(above) Simple illustration for branding purposes.

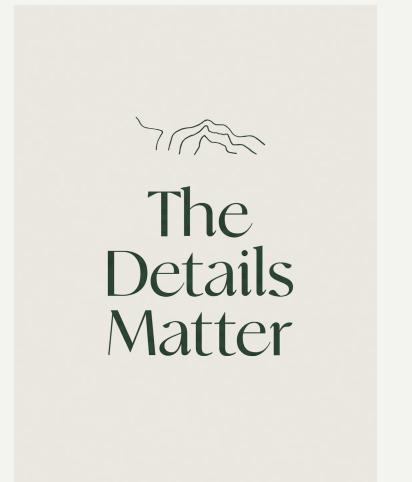




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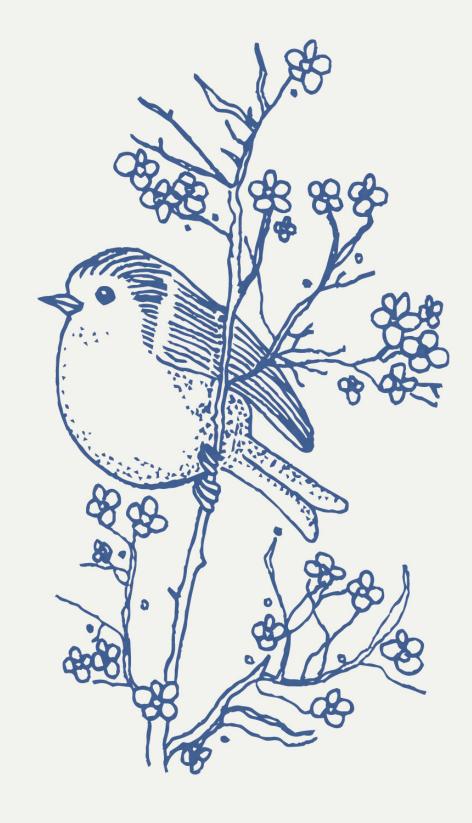
I DEVELOPED COMPREHENSIVE BRANDING FOR PURE LIVING, WHICH INCLUDED A HAND-ILLUSTRATED LOGO, CORPORATE IDENTITY, PACKAGING DESIGNS, AND LEAFLET INSERTS, ALL OF WHICH RECEIVED HIGH PRAISE FROM FRANE. LEVERAGING MY EXPERTISE IN INTERNATIONAL PACKAGING DESIGN WITHIN THE CORPORATE SECTOR, I DELIVERED EXCEPTIONAL RESULTS THAT HIGHLIGHT MY PROFICIENCY IN THIS FIELD.

# **BRANDING &**

Client: Frane Jacobs St Francis

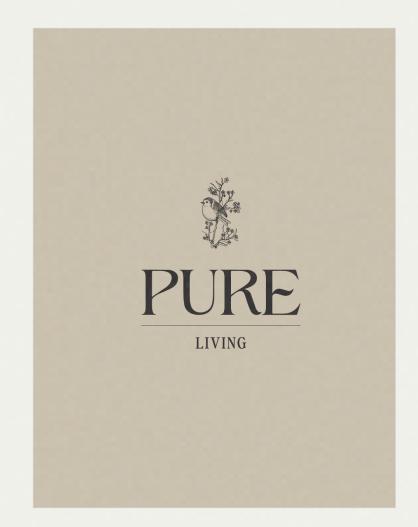
### **PACKAGING**







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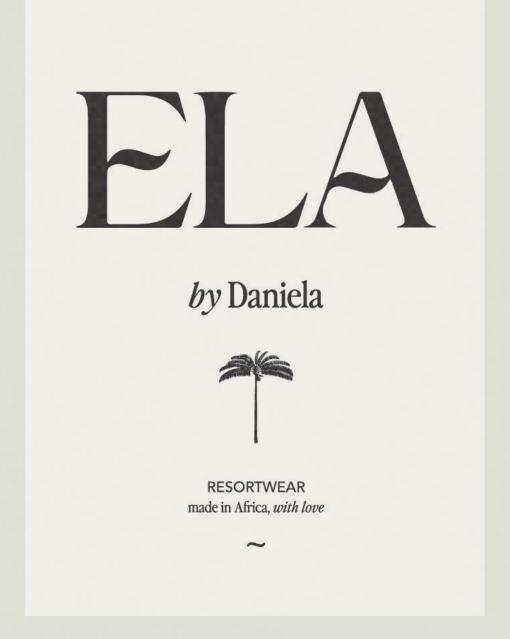
### "BRANDING BROUGHT TO LIFE BY MARIA MAGDALENA ATELIER, A CREATIVE GENIUS AND DREAM TO WORK WITH." - DANIELA CANNY



(above)
Icon illustrated element

I crafted the branding and corporate identity for ELA by Daniela, a Cape Town-based slow fashion brand, emphasizing its unique ethos and sustainable practices. This involved designing a cohesive visual identity that reflects the brand's commitment to quality and timeless style. My work helped position ELA by Daniela as a distinguished name in the slow fashion industry.

# BRANDING



(above)
Illustrated logo design and branding



by Daniela



RESORTWEAR made in Africa, with love





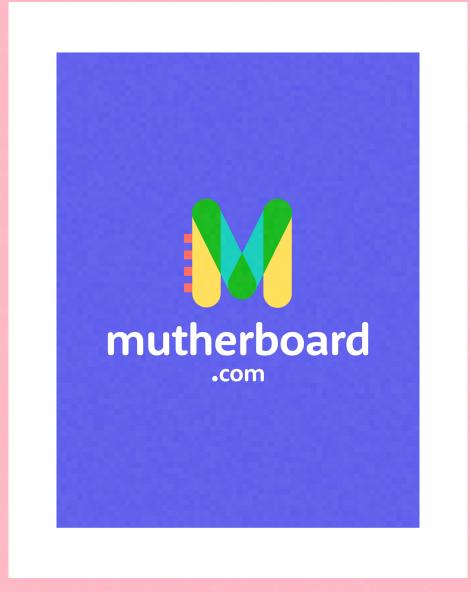
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# BRANDING



(above) Logo Design for Mutherboard



### CORPORATE IDENTITY



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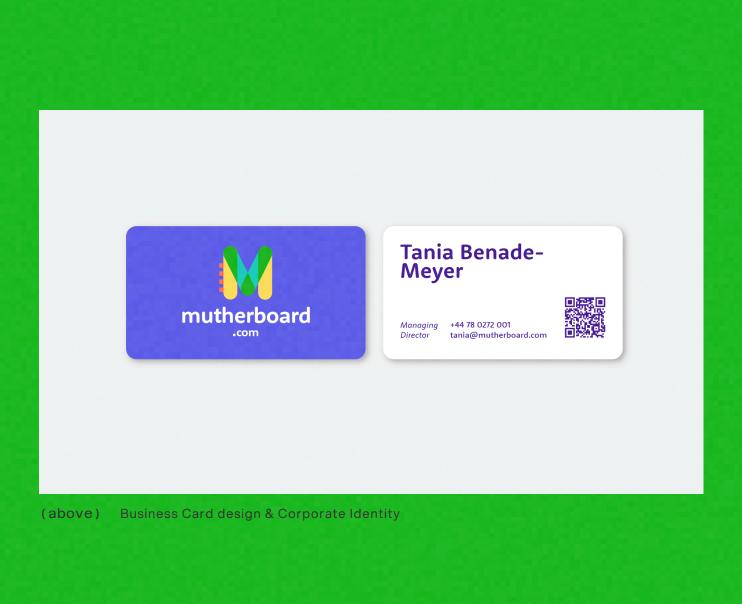
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(above) Layout Design including Pitch Deck & MailChimp Mailers



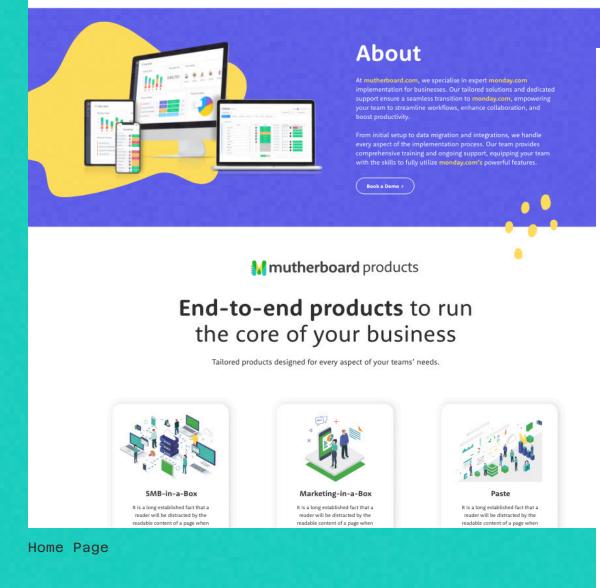


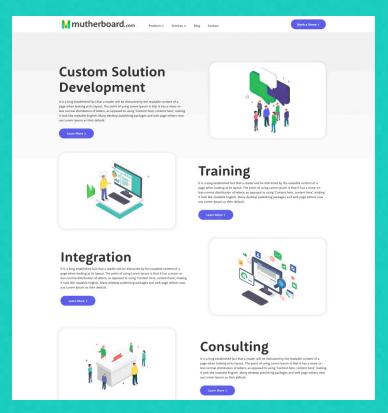
### CUSTOM UX/UI DESIGNED WEBSITE

Unleash the full potential of your monday.com
Unlock success with our expert profile maximizers

Browse Products > Our Services > Blog Contact

Rooks Demo?





Services

BRANDING, ILLUSTRATION, ANIMATION,

**CORPORATE IDENTITY & UX/UI DESIGN** 

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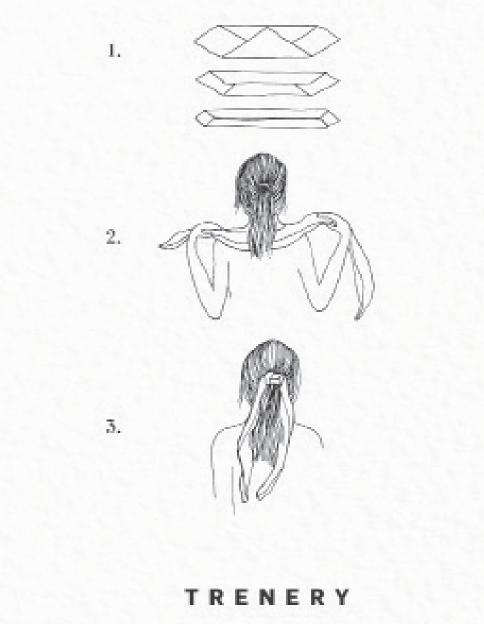
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Blog Page

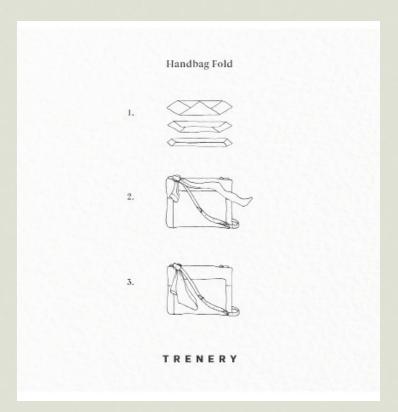
[CLIENT]
TANIA BENADE-MEYER 20 23

# ILLUSTRATION & GRAPHIC DESIGN FOR TRENERY

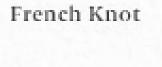




Hair Knot



Handbag Fold







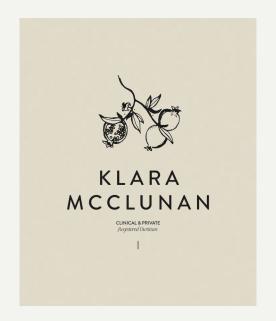


TRENERY

French Knot



BRANDING, ILLUSTRATION, CORPORATE IDENTITY AND WEBSITE DESIGN CONSULTING WORKING WITH A THEME



"Working with Maria Magdalena Atelier was such an easy choice. I've known Mags for a few years now; on a professional and a deeply personal level. She is just one of those people when you meet her, it just clicks. Grateful to have a woman like you in my life. Grateful for your talent and for making magic."

- Klara McClunan

Client Project

Klara McClunan Branding, CI & Website



[ROLE]



# **CORPORATE IDENTITY**

Klara McClunan, Cape Town.

[Project Description] I hand-illustrated and designed the branding and corporate identity for ELA by Daniela, and provided design consulting hours for her website, ensuring it adhered to the chosen theme.

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[CLIENT] KLARA MCCLUNAN [ROLE]
BRANDING, ILLUSTRATION, CORPORATE IDENTITY
AND WEBSITE DESIGN CONSULT





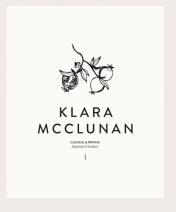
(above) Header design in Word.

### **EXAMPLE PROJECT**

Photograph of Klara McClunan based on the moodboard I created for her.
Photographer: Paige Wood



"WORKING WITH MARIA MAGDALENA ATELIER WAS AN EASY CHOICE. GRATEFUL FOR YOUR TALENT AND FOR MAKING MAGIC." - KLARA MCCLUNAN

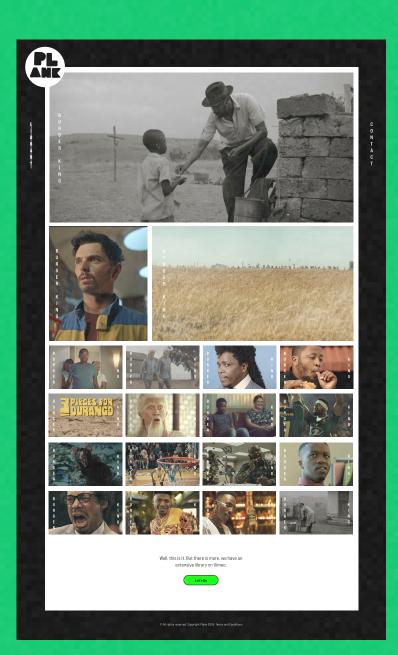


(above) Logo and Illustration

### CUSTOM UX/UI DESIGNED WEBSITE



Home Page



Library

#### Intro Animation





Contact



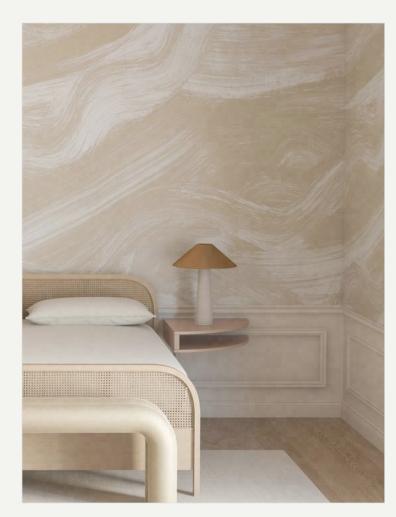
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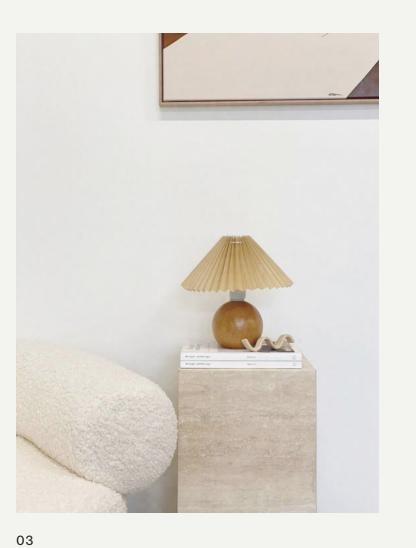
All the best, Lucy Milroy

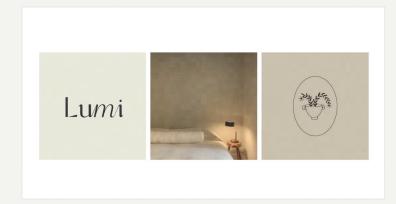
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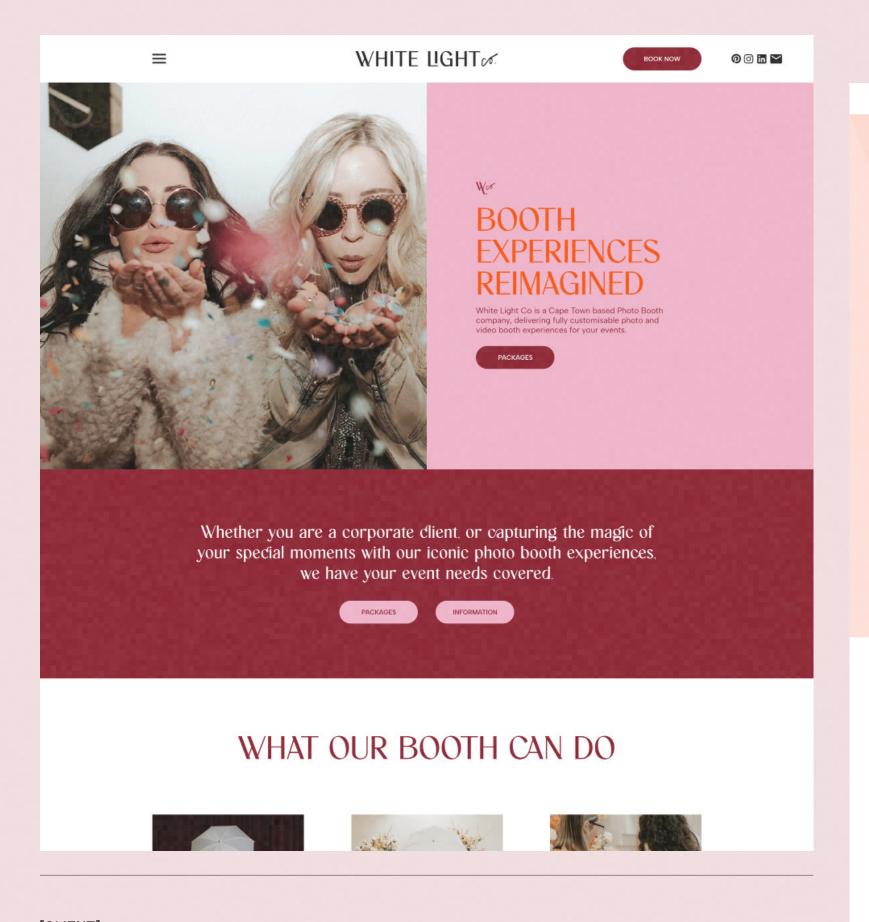


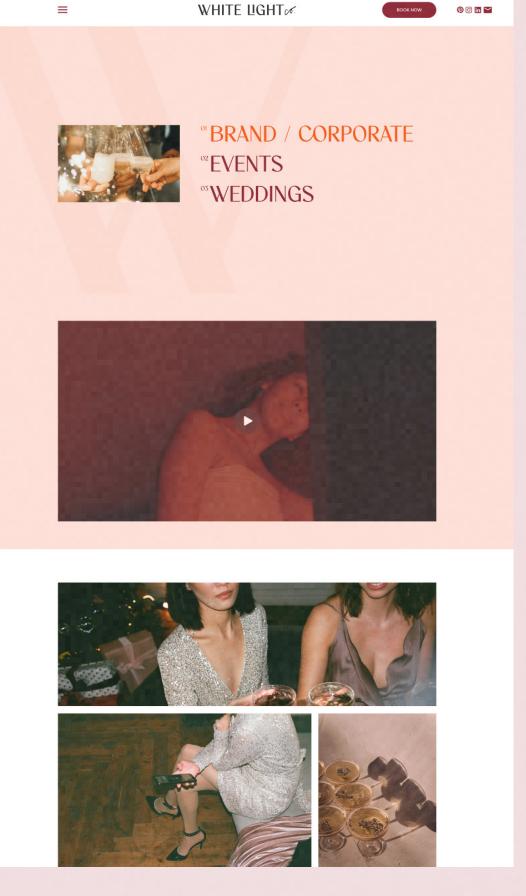
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[ROLE] LOGO, BRANDING, CORPORATE IDENTITY, ILLUSTRATION & WEBSITE

#### CUSTOM WEBSITE DESIGN FOR WHITE LIGHT CO: A FUN, INTERACTIVE PHOTO BOOTH EXPERIENCE

WHITELIGHTCO.CO.ZA





WHITE LIGHT 





#### SAY HELLO

CONTACT: Micaela Einhorn PHONE: +27 67 317 3360 Email: hello@whitelightco.co.za

Instagram: @white.lightco LinkedIn: @white.lightco Pinterest: @white.lightco

OR FILL OUT THE FORM BELOW:



NAME	EMAIL	_
SUBJECT		
MESSAGE		
		_
SUBMIT		

#### FAQ'S

How does the photobooth work?	~
What types of events are suitable for a photobooth?	~
Can we customize the photobooth experience?	~
How much space is needed for the photobooth setup?	~
What is included in the rental package?	^
Our rental packages typically include the photobooth, a friendly attendant to assist guests, unlimited photo sessions, a variety of fun props, and instant prints. Additionally, we provide digital copies of all photos taken during the event. We also offer add-ons such as guest books, social media sharing stations, and custom branding options. Please contact us for a detailed quote and to discuss your specific needs.	

[CLIENT] WHITE LIGHT CO



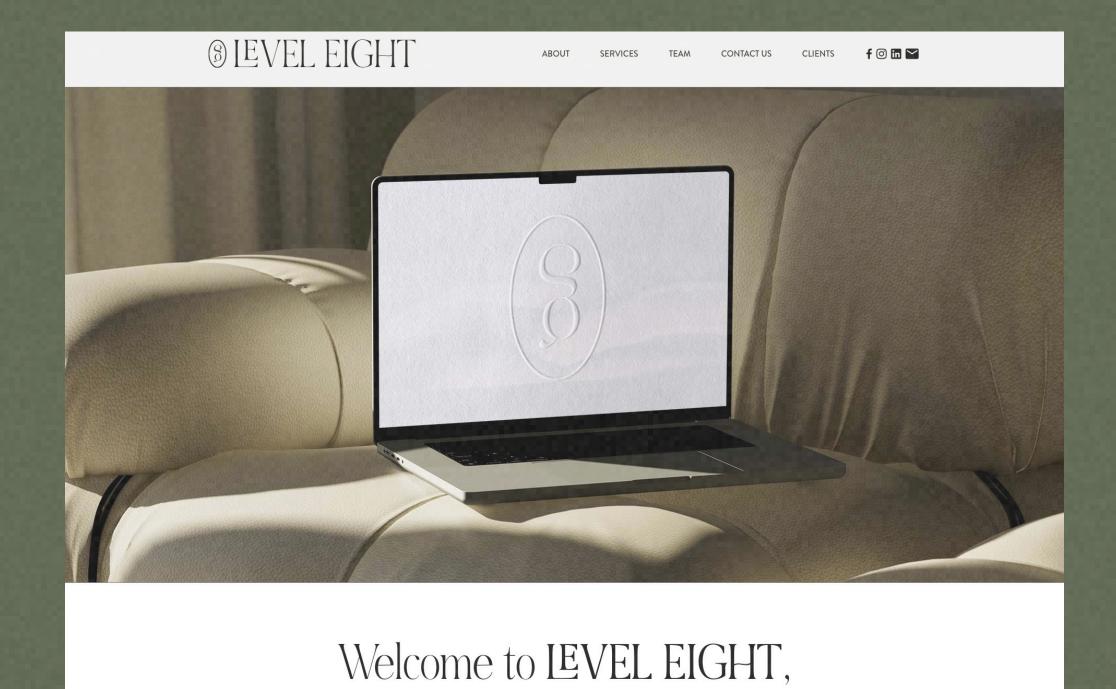
(above) Business card design and mock-up

# BRANDING

[CLIENT]
LEVEL EIGHT MARKETING 20 24

[ROLE] BRANDING, CORPORATE ID, WEB DESIGN & PITCH DECK "I am so happy with how everything is turning out. We did a little drop for our campaign, and the sub mark on the cards looks fantastic. Everyone already feels so proud to be associated with the brand. Thank you for your professionalism and patience with us."

- Wendy Gengan



(above) Custom designed web site.

MARKETING TO ELEVATE
YOUR BRAND



Logan & Wendy







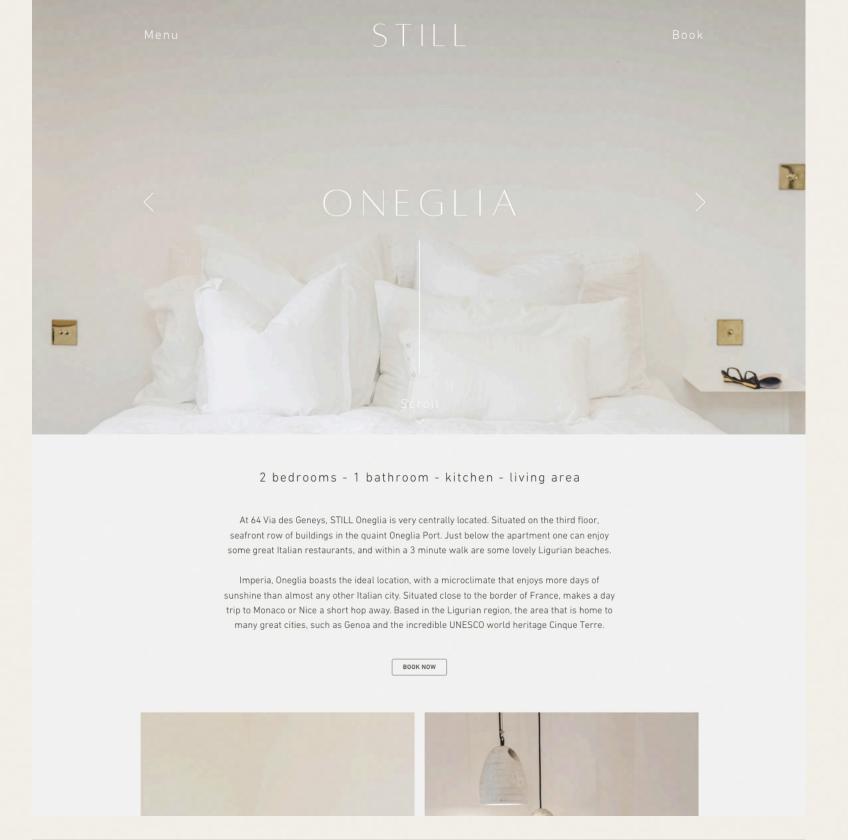
### BRANDING

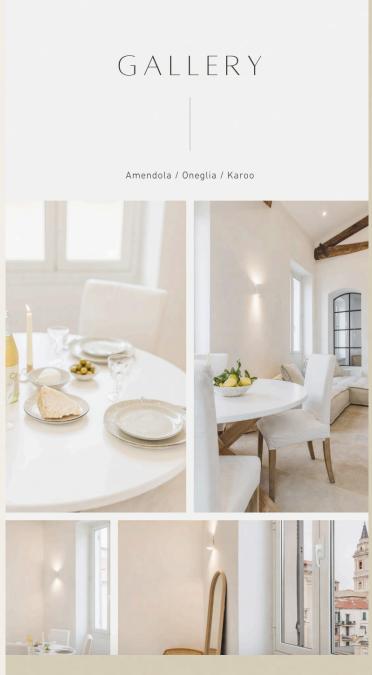
Hanneke Barlow is an extraordinary accountant and entrepreneur who, while raising and homeschooling her three beautiful children, created a social media page to capture their daily experiences. I had the pleasure of creating her branding.

**BRANDING & ILLUSTRATION** 

DESIGNED A CUSTOM UX/UI WEBSITE FOR STILL, DELIVERING AN INTUITIVE AND VISUALLY COMPELLING USER EXPERIENCE TAILORED TO THEIR BRAND.

**BRONWEN JONES** 









#### STILL ONEGLIA

A two bedroom apartment in the seafront row of buildings in the quaint Oneglia Port, Imperia Italy.

VIEW DETAILS BOOK NOW



#### STILL AMENDOLA

A two bedroom stay in the historic Palazzo Riccardi built in 1780, Imperia Italy

COMING SOON



#### STILL KAROO

The nine room De Bergkant hotel in a heritage Cape Dutch homestead built in 1858, Karoo South Africa.

VIEW DETAILS BOOK NOW

#### INTRODUCING THE STILL COLLECTION

Welcome to the STILL collection, where serenity meets charm in the heart of Italy and South Africa. Embrace the essence of 'being STILL' as you immerse yourself in our accommodations. Our spaces were chosen based on their story, with love and attention to the region and what it offers. We love to understand the history, a process, a background. Both regions know for their olives, beautiful nature and community. The spaces are designed to honour that story, a minimalist aesthetic that exudes timeless style. Each property within the STILL collection offers a sanctuary, where every detail is thoughtfully crafted to create an atmosphere where one feels at ease and 'at home.' We love to share our passion for food, good wine and movement. Whether you seek a serene escape along the Ligurian coast in Oneglia, Italy or a secluded retreat in the quaint Karoo town of Prince Albert in South Africa, the STILL collection invites you to indulge in a truly unforgettable stay.





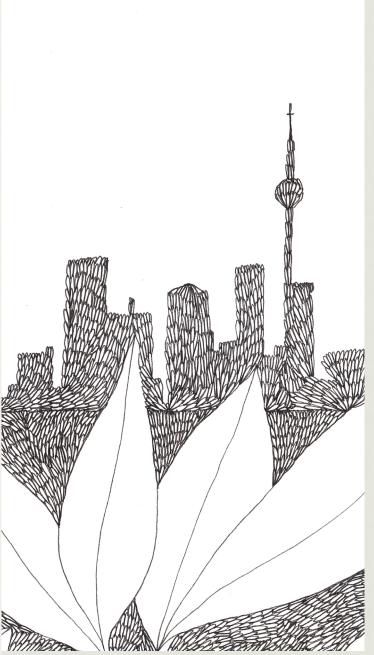
[CLIENT] BRONWEN JONES

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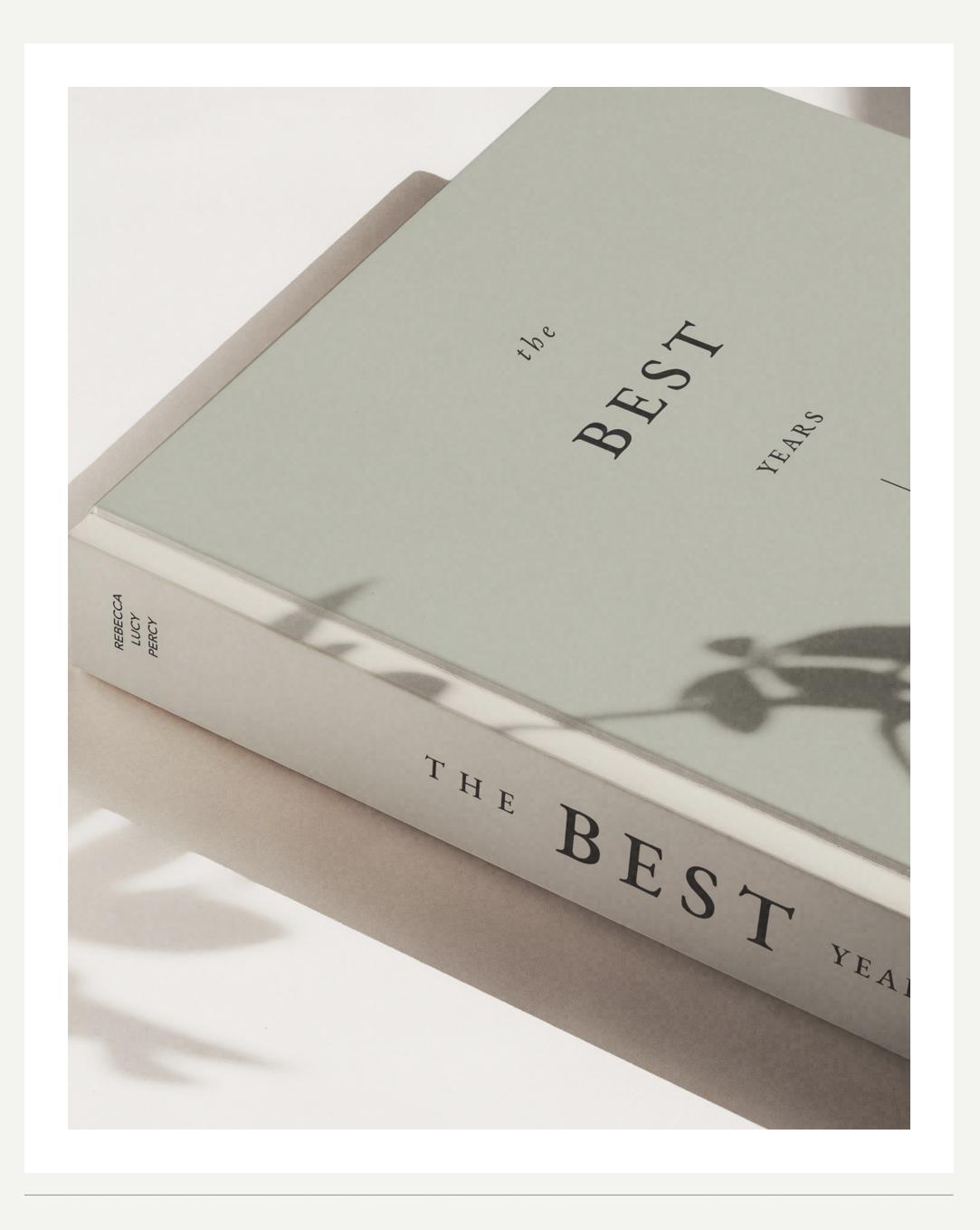
CREATED ILLUSTRATIONS OF DURBAN, JOHANNESBURG, AND CAPE TOWN FOR COFFEE CUPS AS PART OF A COUNTRY ROAD MARKETING ACTIVATION IN THOSE RESPECTIVE CITIES.

NICOLE MASON









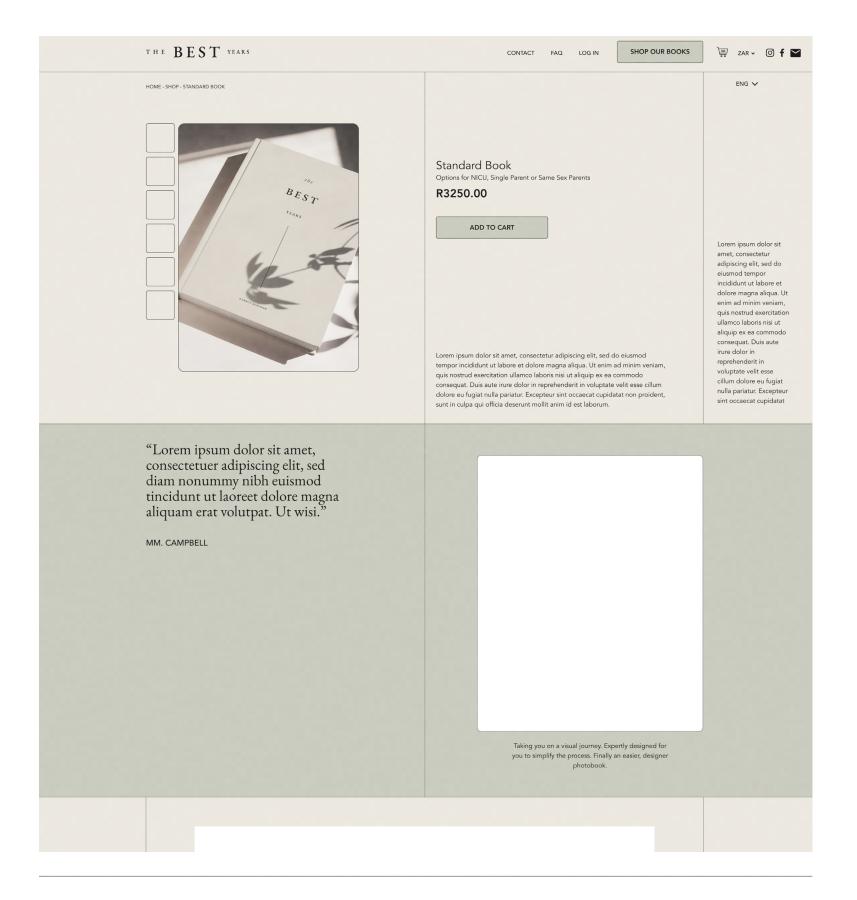


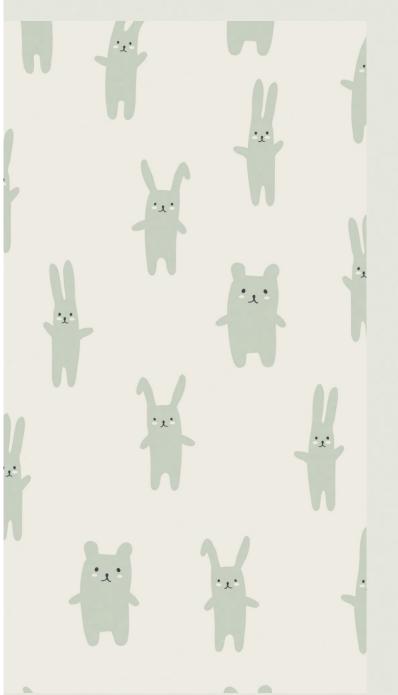
(above) Branding, Corporate Identiy and Book Design for The Best Years

# BRANDING, BOOK-& UX/UI DESIGN

It was an honor to contribute to this project, from branding and book design to web design. Unfortunately, the client had to pause the project for personal reasons.

### ONE OF MY FAVOURITE WEBSITE DESIGNS TO DATE. I HOPE THEY LAUNCH THE PROJECT ONE DAY. IT IS TRULY SPECIAL.

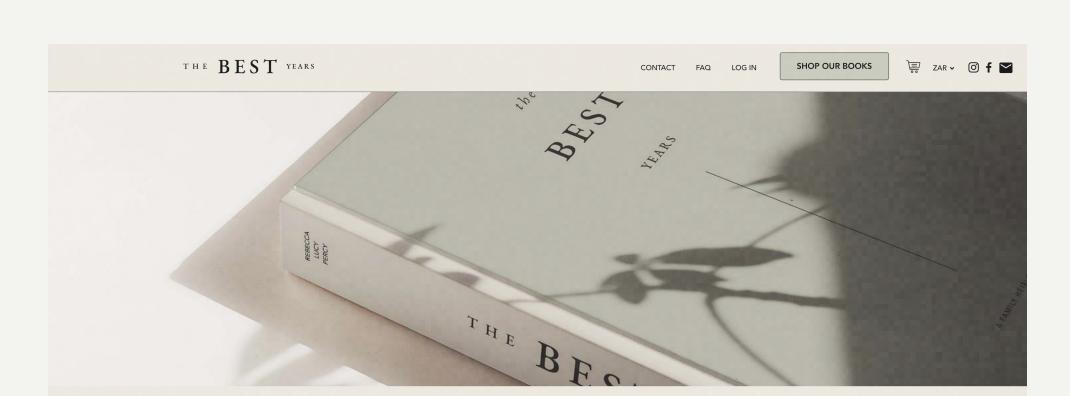






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# Pre-designed premium printed baby photobooks

DIGITALLY CREATED FROM NEWBORN - 1 YEAR



### Shop









# TALES OF TABLE MOUNTAIN

Drawing by Maria Magdalena

This piece, which I hand drew for my solo exhibition in Cape Town, was later showcased at independent exhibitions in New York and Berlin. It stands as one of my most notable works of art.







(above)
Wine label design and illustration for
Joostenberg

# ILLUSTRATION & WINE LABEL DESIGNS

Over several years, I collaborated with Tyrrel Myburgh to redesign and redraw illustrations for each of Joostenberg's wine labels. Since the launch of the new labels, Joostenberg has achieved significant success internationally.

AN ARTISTIC EXPLORATION AIMED AT EMPOWERING FEMALES THAT HAVE BEEN RAPED OR PHYSICALLY ABUSED IN AFRICA. FINDING A WAY TO NOT ONLY HELP THE INDIVIDUAL, BUT CREATING AWARENESS, ERADICATING THE SHAME OF ADMITTING TO IT AND GUIDING THE COMMUNITY TO BEST JOIN HANDS IN THE FIGHT AGAINST IT.

**EXHIBITED IN NEW YORK & BERLIN** 



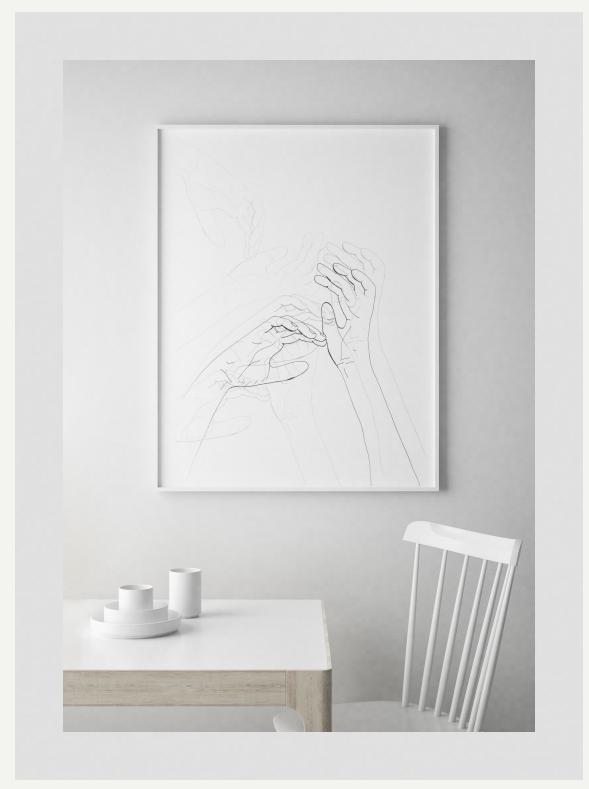






[MUSE] MICHELLE HATTINGH

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(above) Healing Hands

# **HEALING HANDS**



Michelle Hattingh The f word 2017

An artistic exploration aimed at empowering females that have been raped or physically abused in Africa. Finding a way to not only help the individual, but creating awareness, eradicating the shame of admitting to it and guiding the community to best join hands in the fight against it.



# Mel Wines

**CHAMPIONING FRANSCHHOEK** 

WINE EXCELLENCE



Branding, illustration and wine label

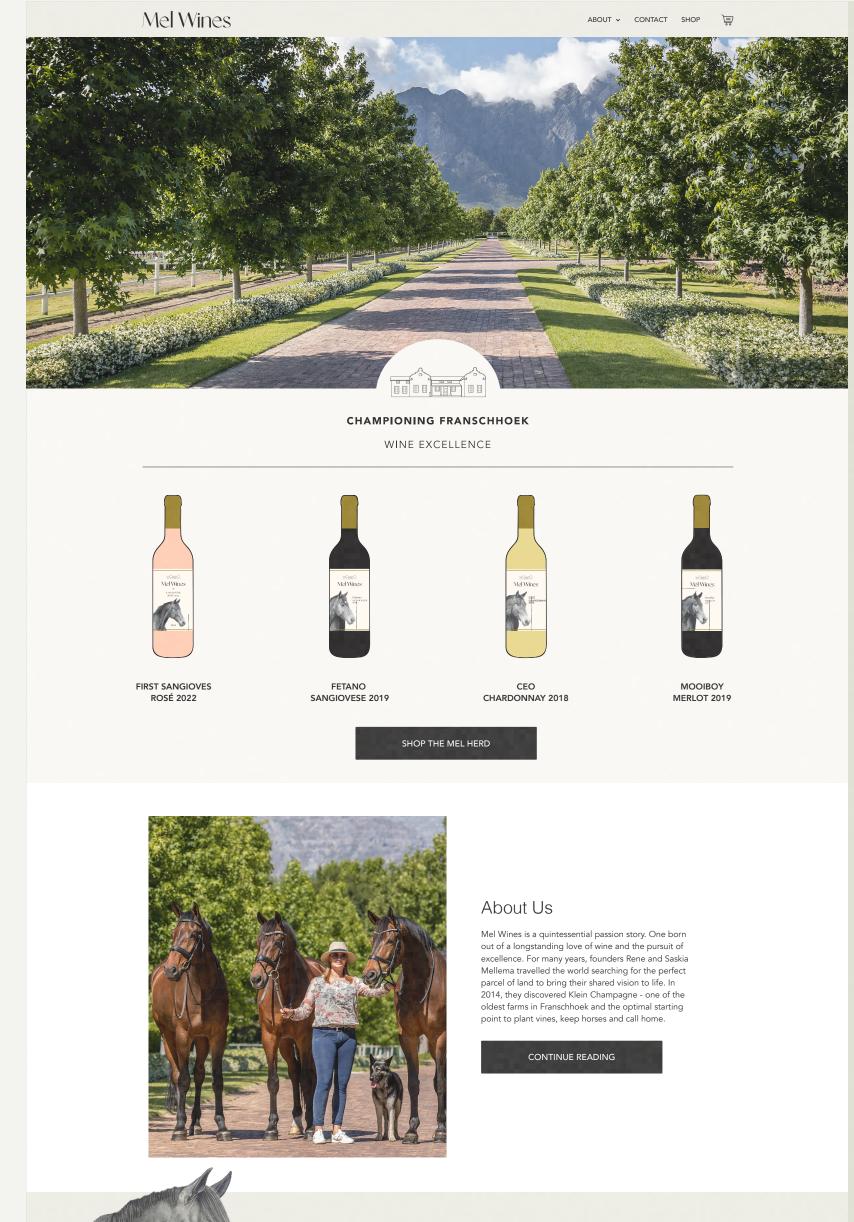
### **BRANDING &** WINE LABELS

I thoroughly enjoy taking projects from inception to completion. For Mel Wines, I crafted the logo, branding, and corporate identity, designed all their wine labels, and ultimately developed their website.

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Saskia Mellema Mel Wines 20203

I thoroughly enjoy taking projects from inception to completion. For Mel Wines, I crafted the logo, branding, and corporate identity, designed all their wine labels, and ultimately developed their website.



# **UX/UI DESIGN**

[CLIENT] SASKIA MELLEMA

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Discover the world of Mel Wines and find the right wine for you.



Championing Italian Varietals

(above) Insert your image description here.

(above) Insert your image description here.



(above) Photographer Terence Orpen 2019



(above) Photographer Sinjin Sullwald 2020

# IG.@ MARIA\_MAGDALENA\_ ATELIER

WWW. MARIAMAGDALENA. CO.ZA

INFO@ MARIAMAGDALENA .CO.ZA

# CONTACT



BRANDING, ILLUSTRATION & UX/UI DESIGN

PORTFOLIO 2020 - 24

# MARIA

# MAGDALENA