



PORTFOLIO

MARIA MAGDALENA

(SELECTED PORTFOLIO PIECES)

[DATE]
MONDAY
10 JUNE 2024

[ROLE]
ARTIST, GRAPHIC DESIGNER,
UX/UI DESIGNER

[LOCATION]
CAPE WINELANDS
SOUTH AFRICA



ABOUT

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 independence, and have been designing under my Maria Magdalena brand for over eleven years.

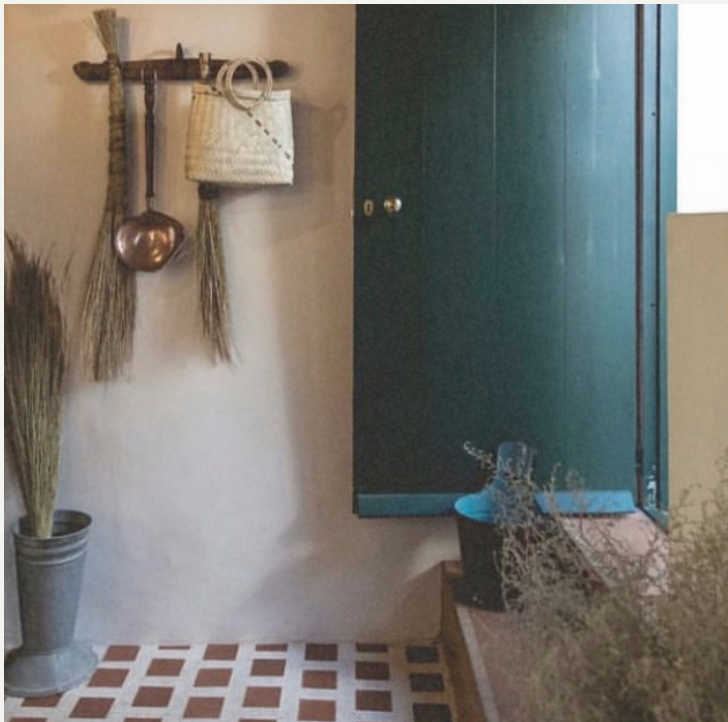
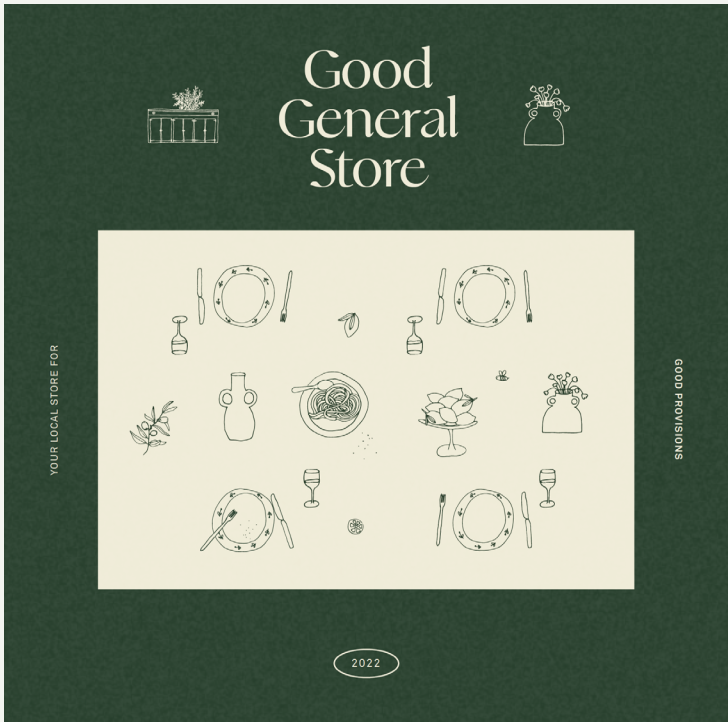
Combining my role as an internationally exhibiting artist with my expertise in graphic design has ensured my measurable success. I have worked with brands from all over the world, many of whom have experienced over 300% growth after working with me.

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.



BRANDING



The
Sushi
Club

•
Fresh fish in
the club.



(above) Logo Design & Illustration

THE SUSHI CLUB

[CLIENT]
CHARLOTTA HUBBE

20 23

[ROLE]
DIGITAL PHOTOGRAPHY



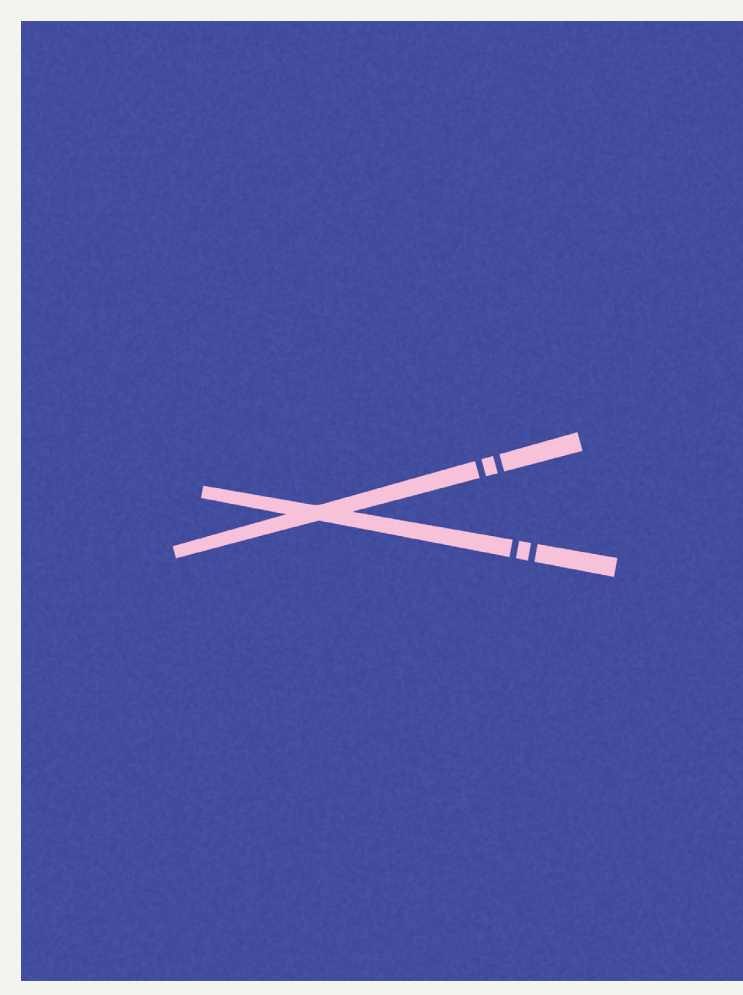
(above) Image from Pinterest

Client
Project
Year

The Sushi Club
Logo, Illustration & Branding
2023

The
Sushi
Club

(above) Bold Colours & Textures



(above) Simple illustration for branding purposes.

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

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.

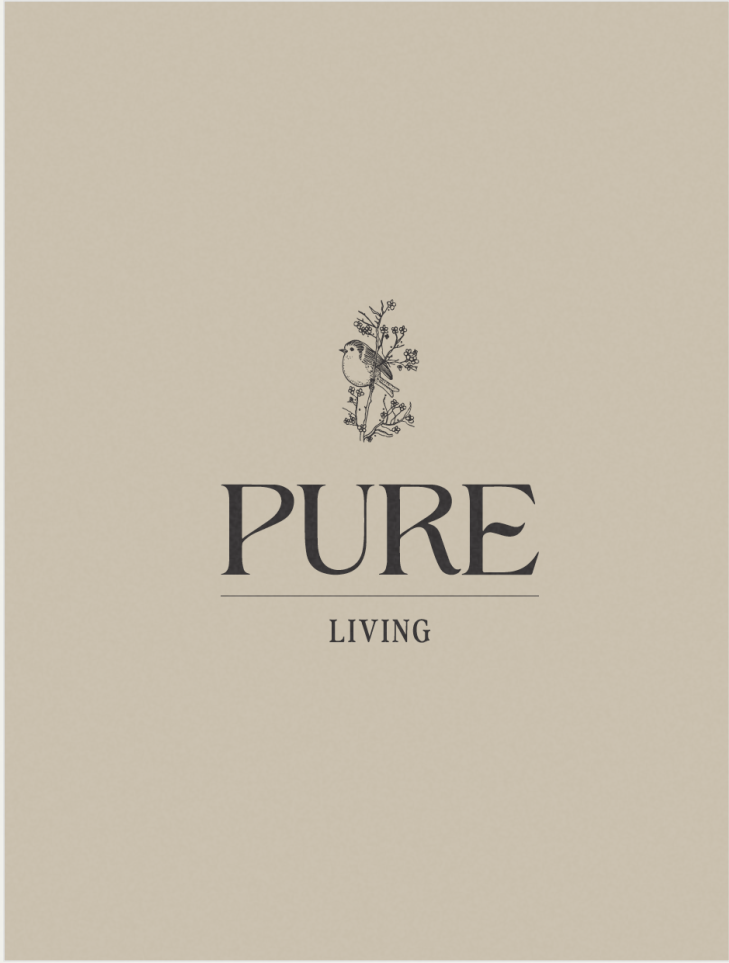
BRANDING & PACKAGING

Client: Frane Jacobs
St Francis





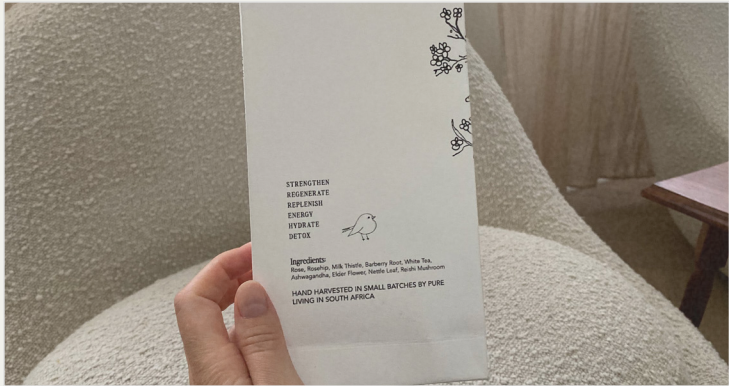
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04

“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

ELA

by Daniela



RESORTWEAR
made in Africa, *with love*



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02



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04

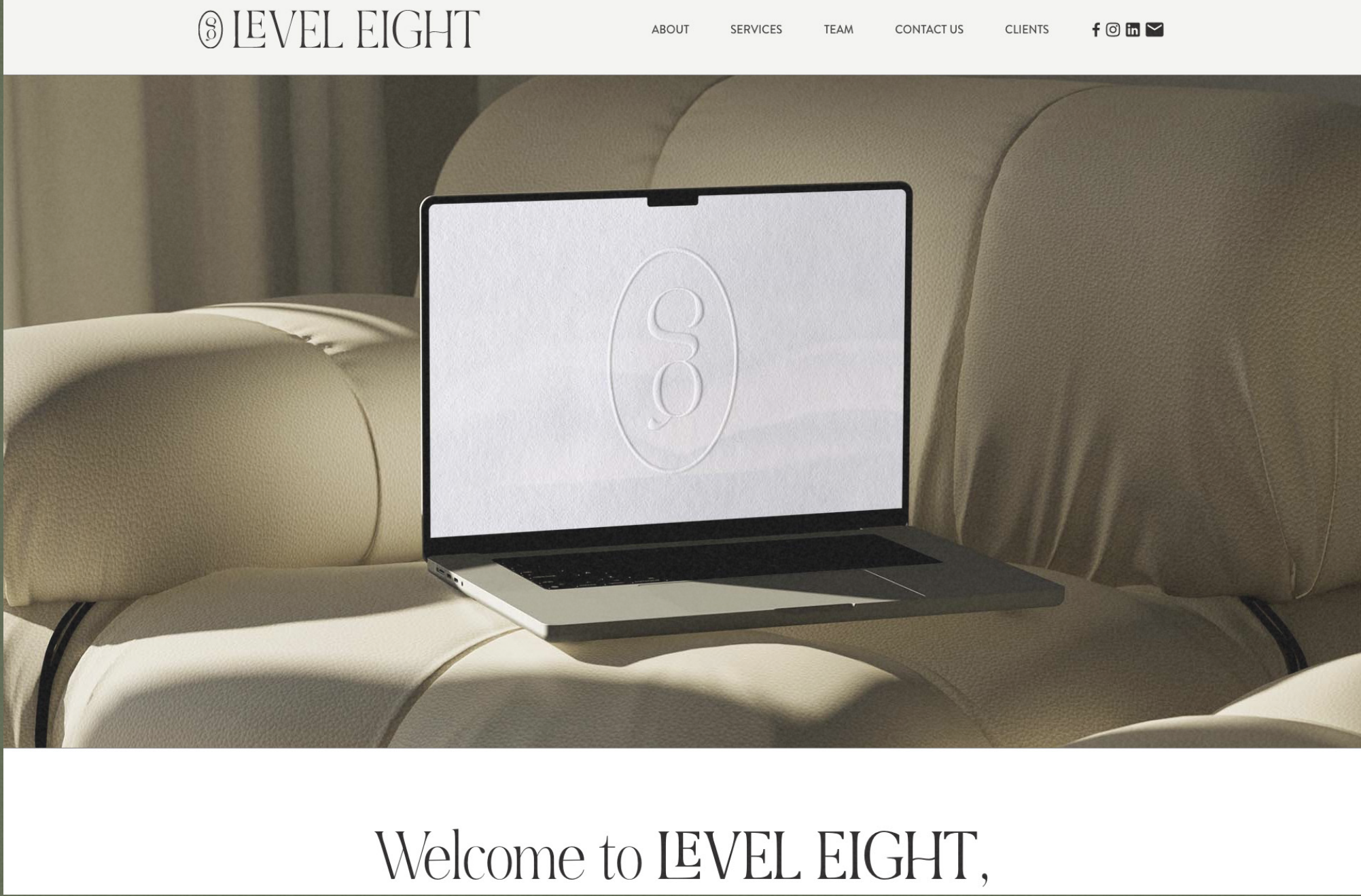


(above) Business card design and mock-up

BRANDING

"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.



BRANDING



(above) Logo Design for Mutherboard



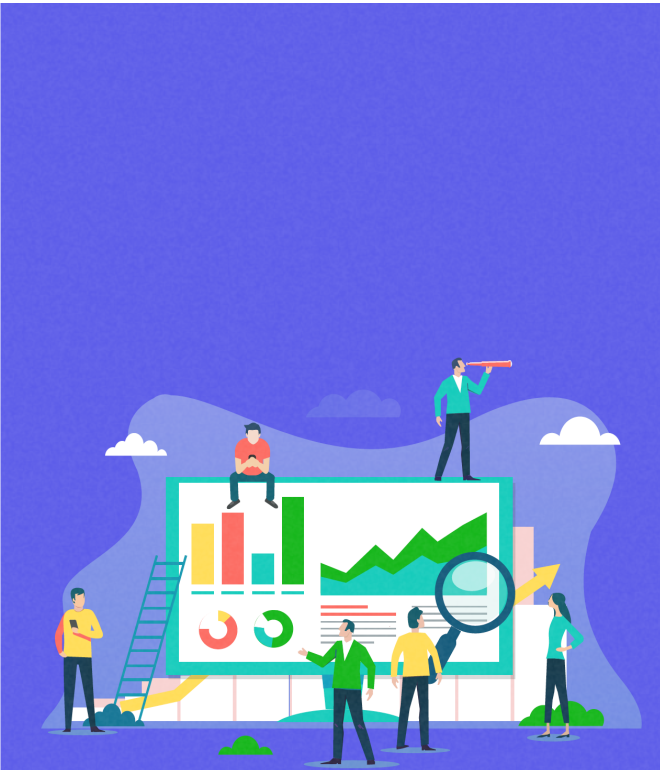
(above) DIGITALLY ILLUSTRATED LOGO

CORPORATE IDENTITY



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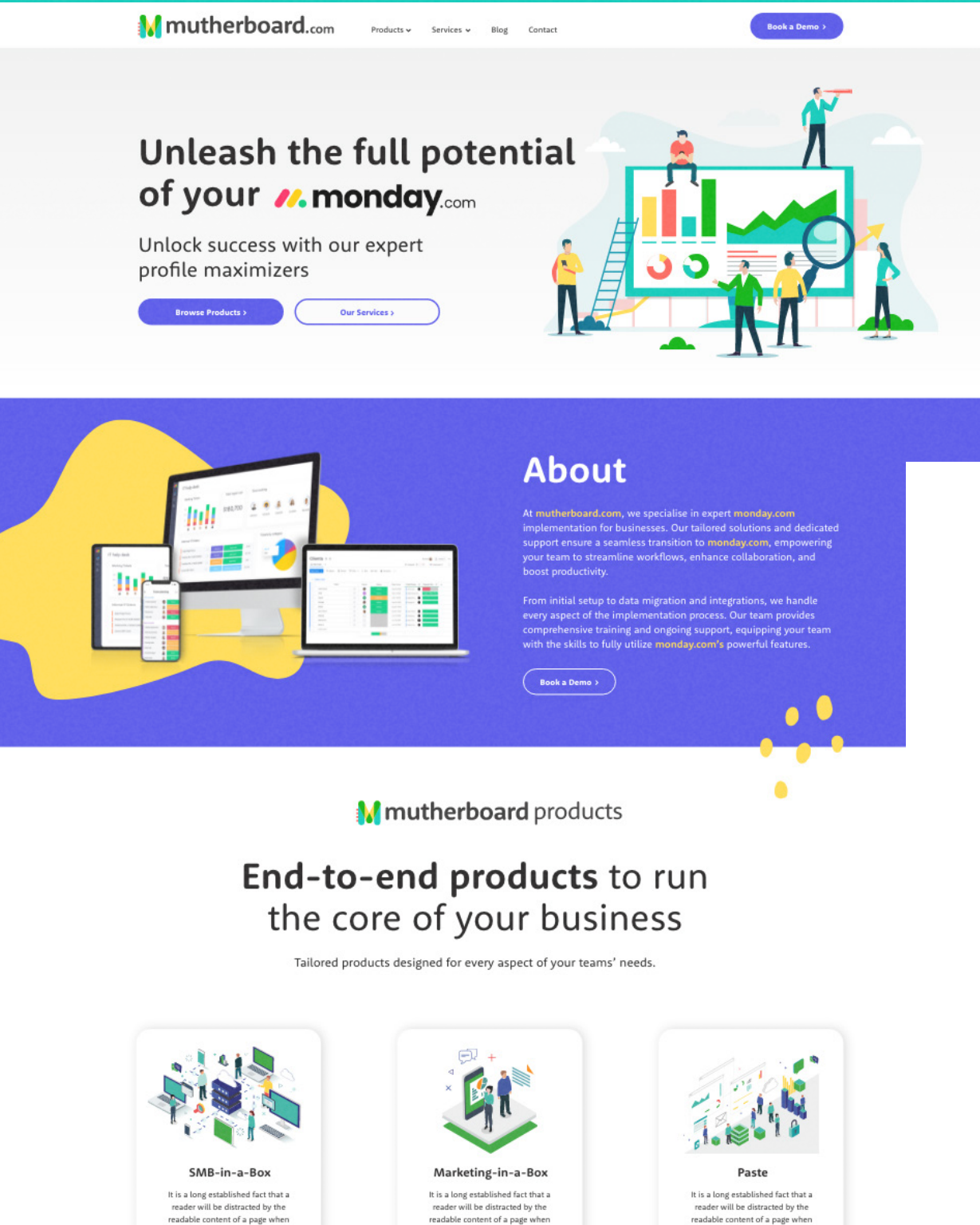


(above) Layout Design including Pitch Deck & MailChimp Mailers

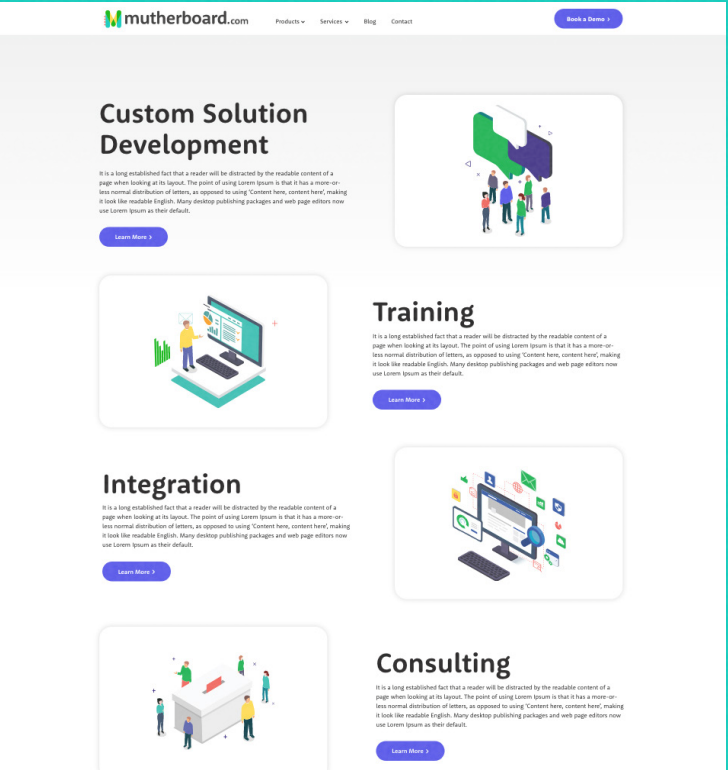


(above) Business Card design & Corporate Identity

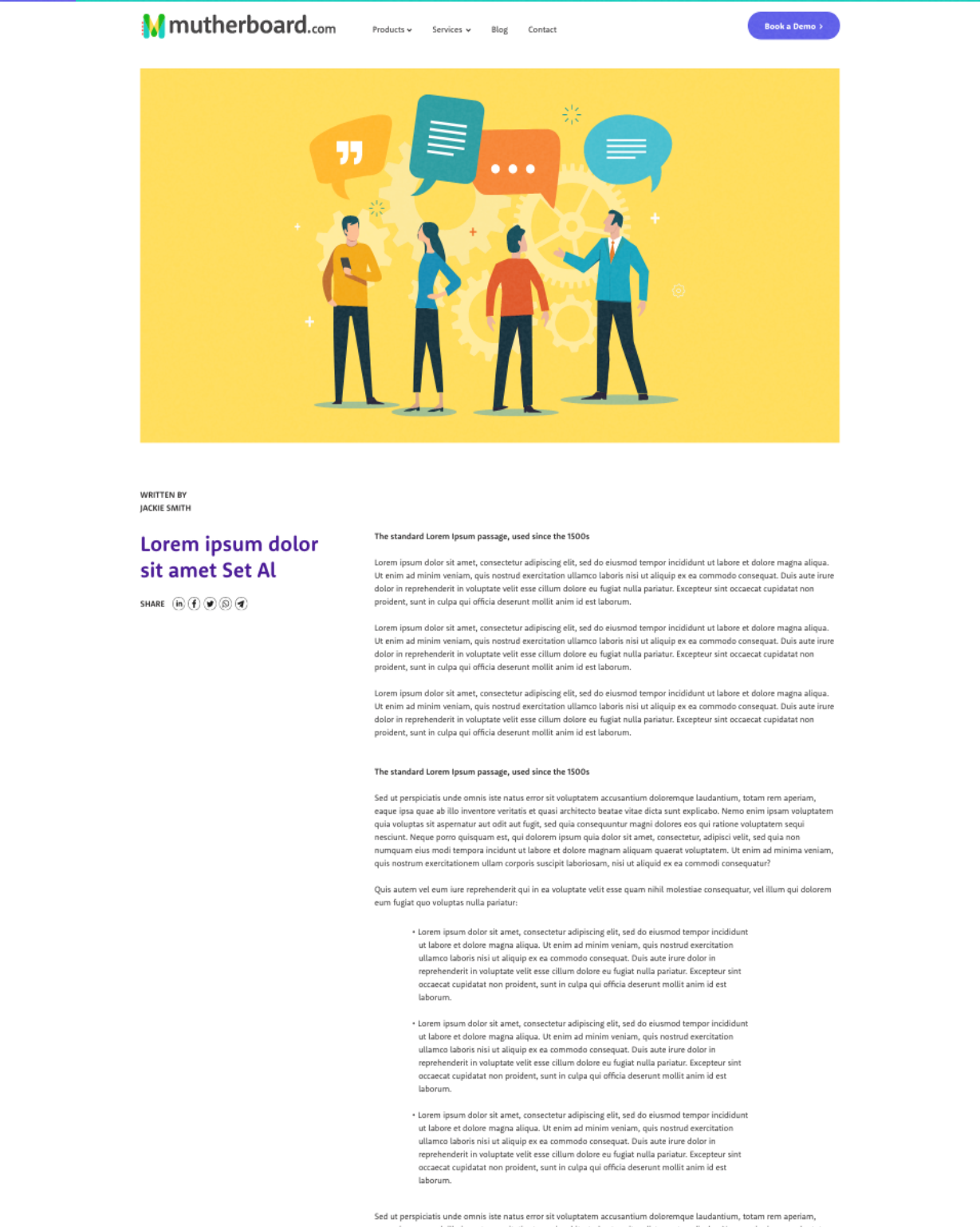
CUSTOM UX/UI
DESIGNED
WEBSITE



Home Page

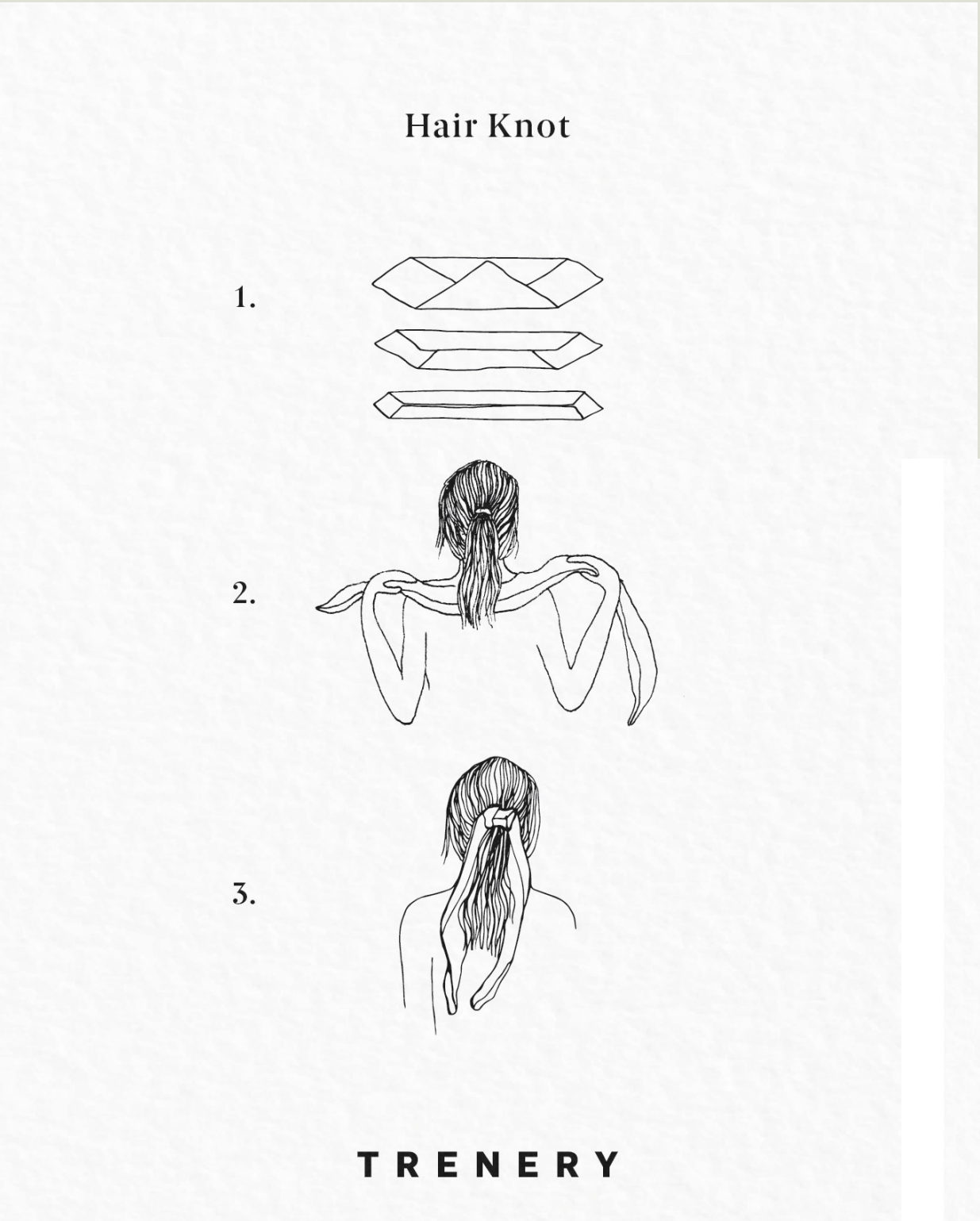


Services

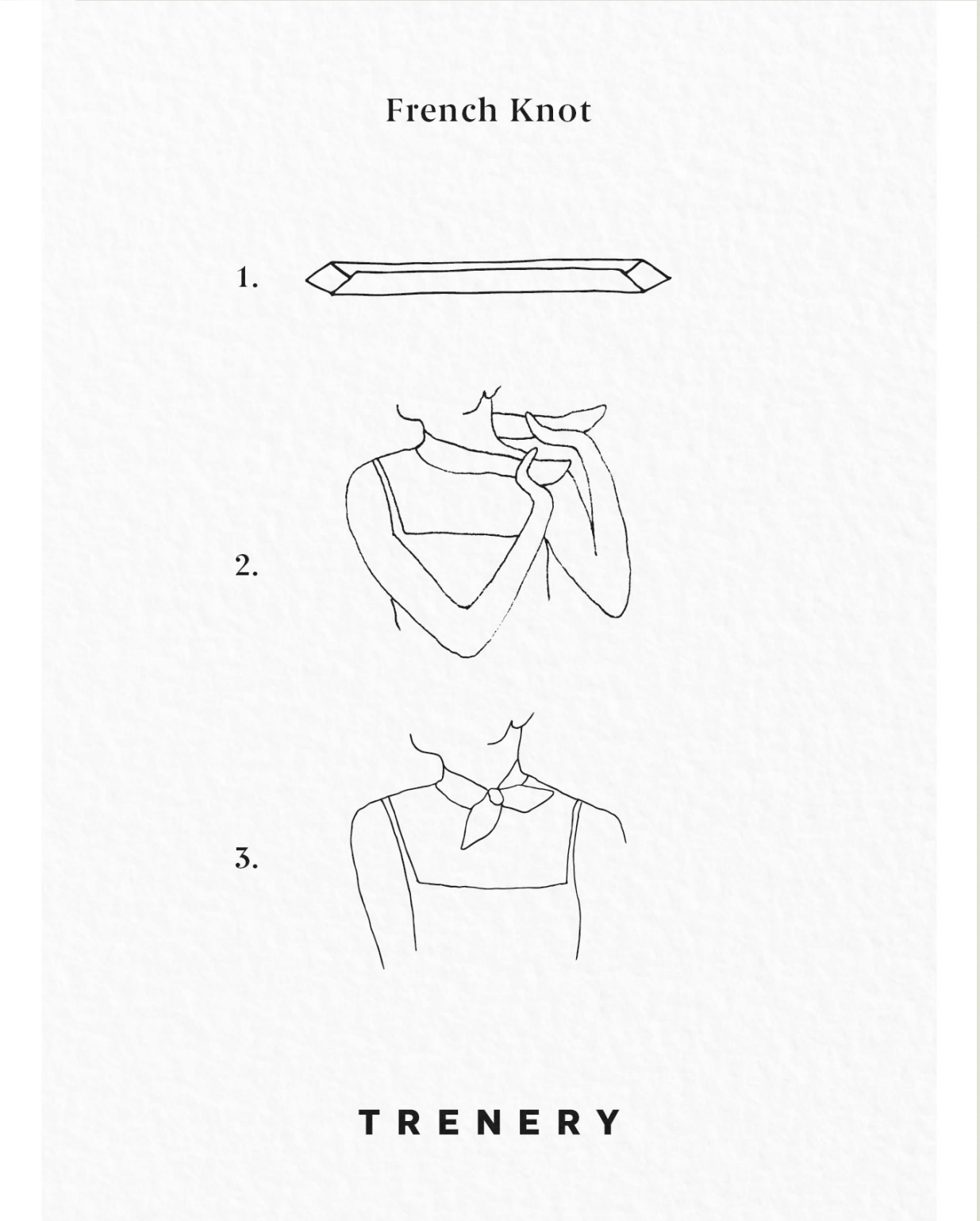


Blog Page

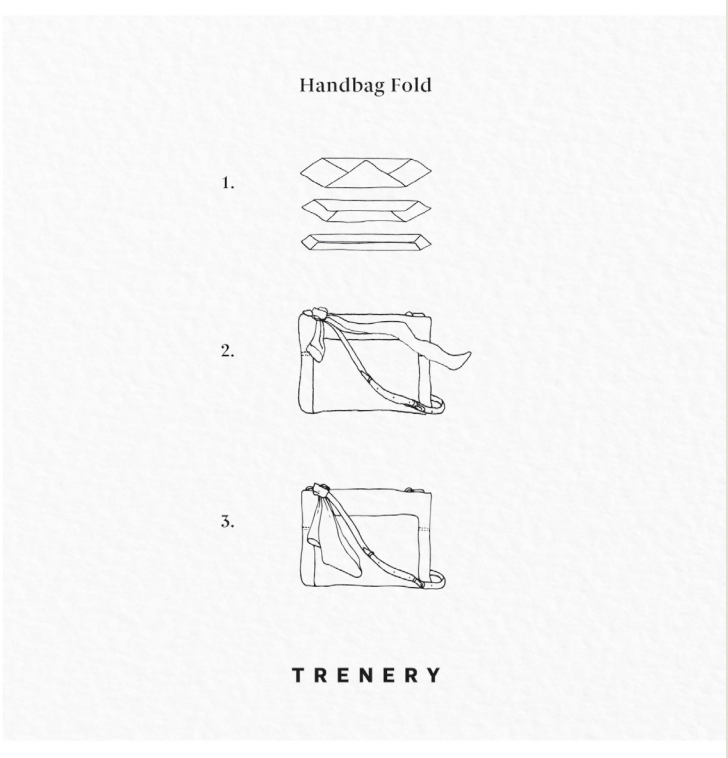
ILLUSTRATION & GRAPHIC DESIGN FOR TRENER Y



Hair Knot



French Knot



Handbag Fold



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	Klara McClunan
Project	Branding, CI & Website
Year	2023

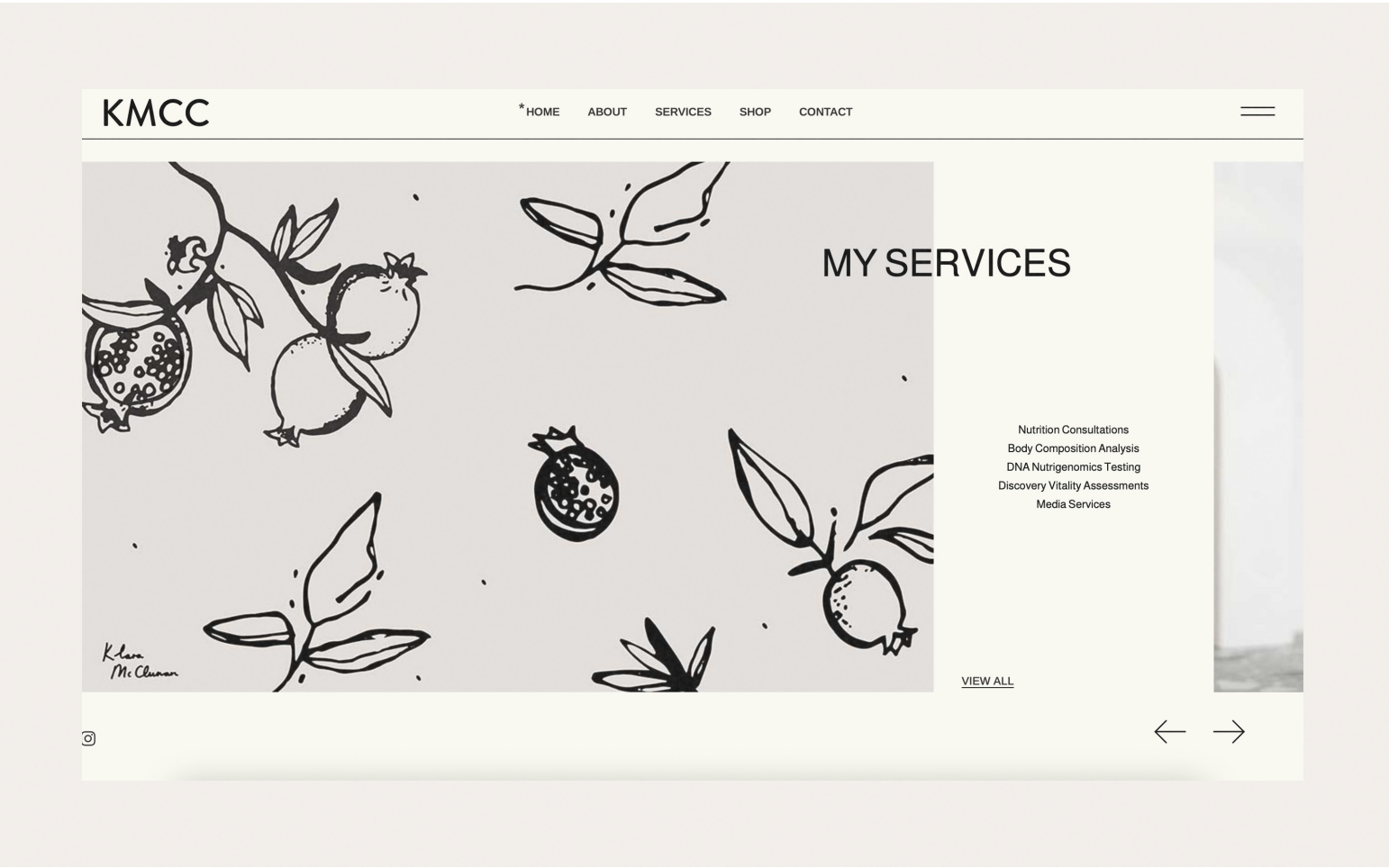
CLIENT



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.





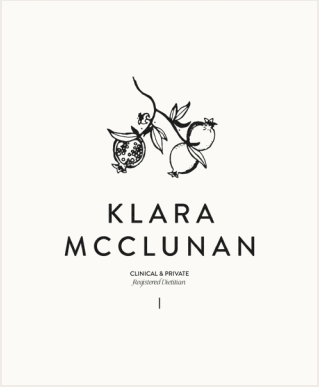
(above) Header design in Word.

EXAMPLE PROJECT

(above)
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

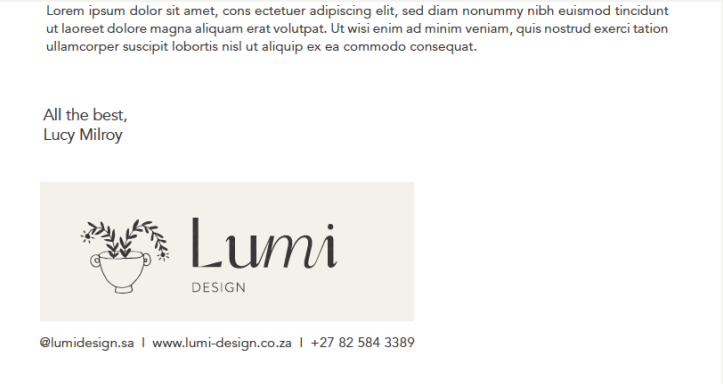


(above)
Logo and Illustration



Lumi DESIGN

EST 2022



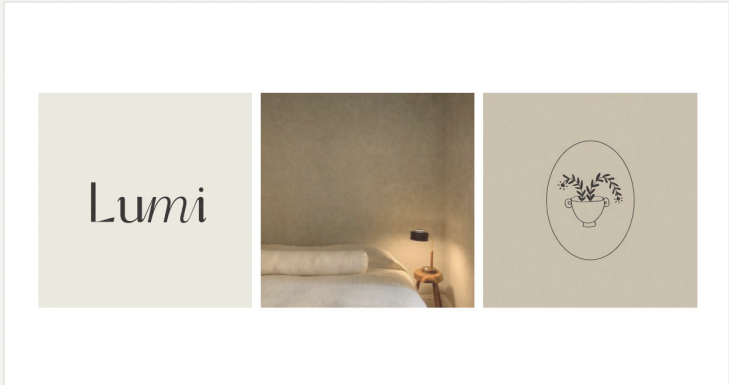
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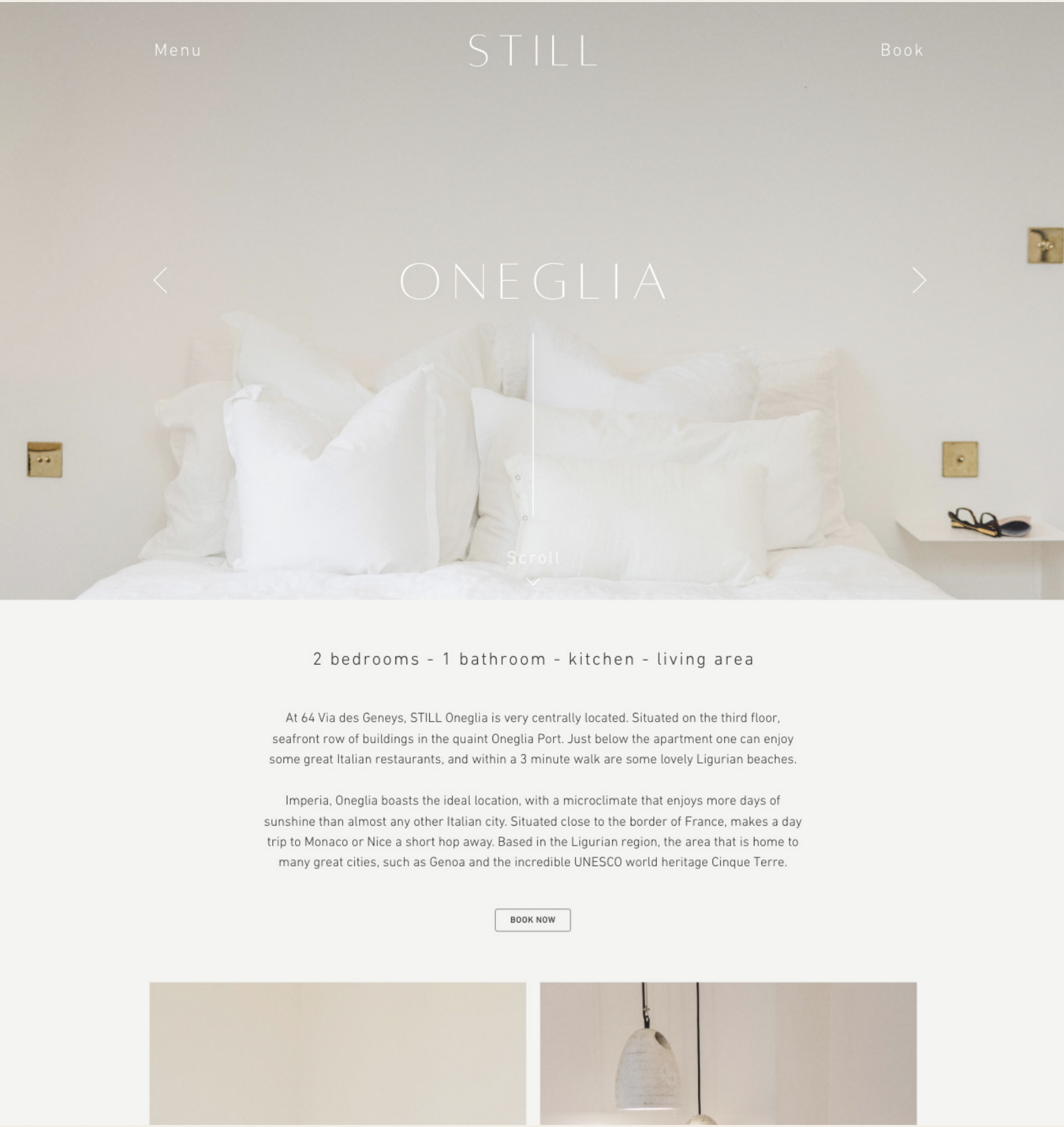
BRANDING

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.

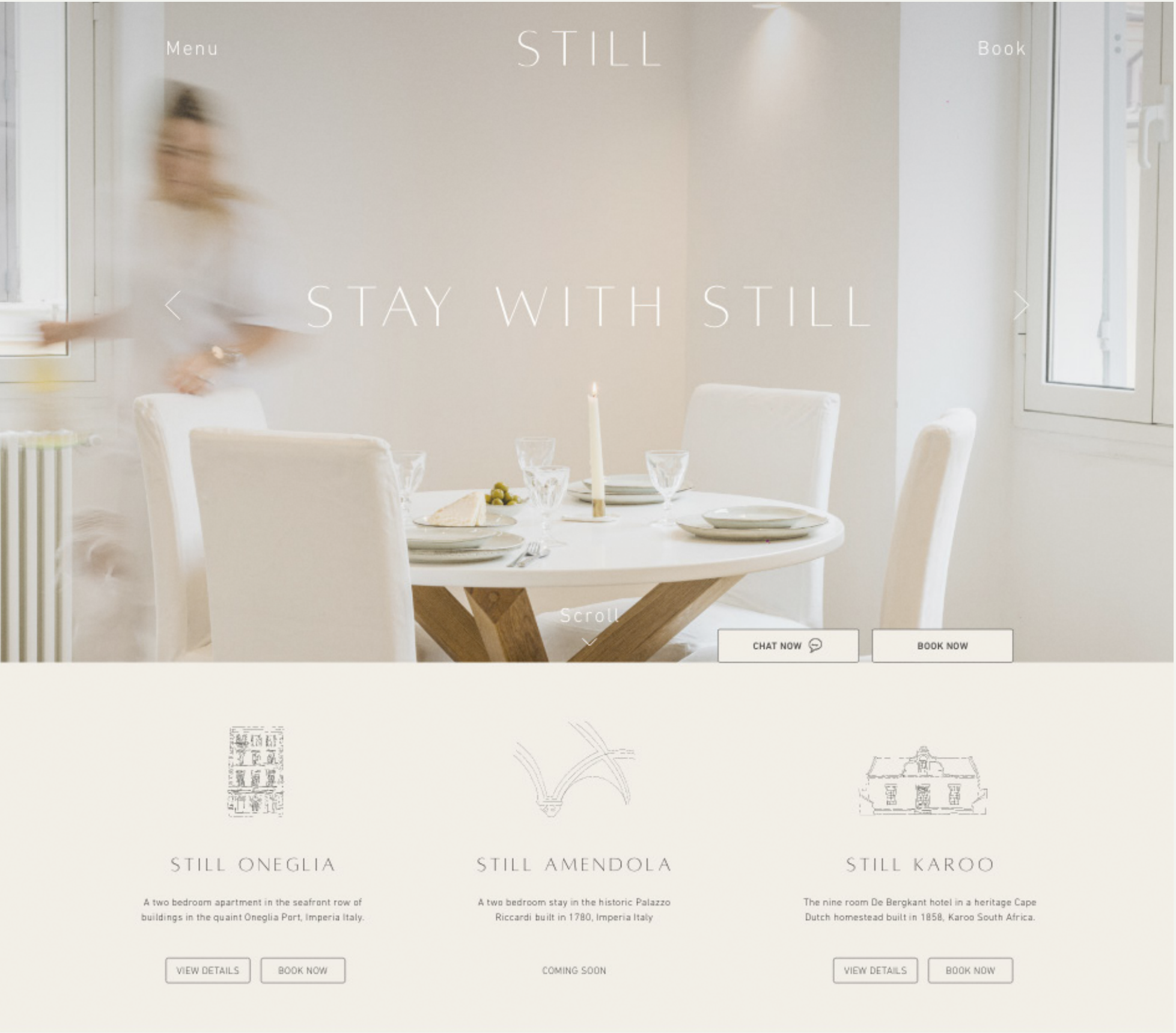
BRANDING & ILLUSTRATION

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

BRONWEN JONES



(above) Home page design.



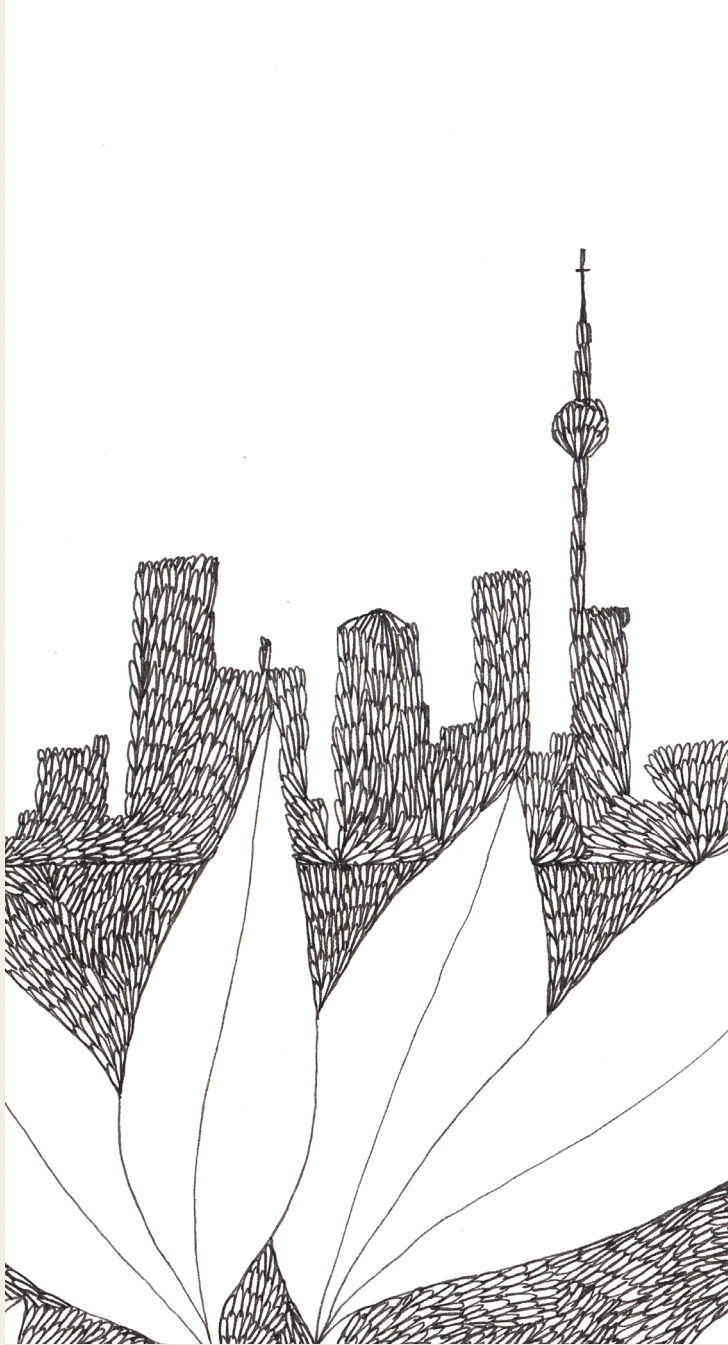
INTRODUCING THE STILL COLLECTION

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.



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

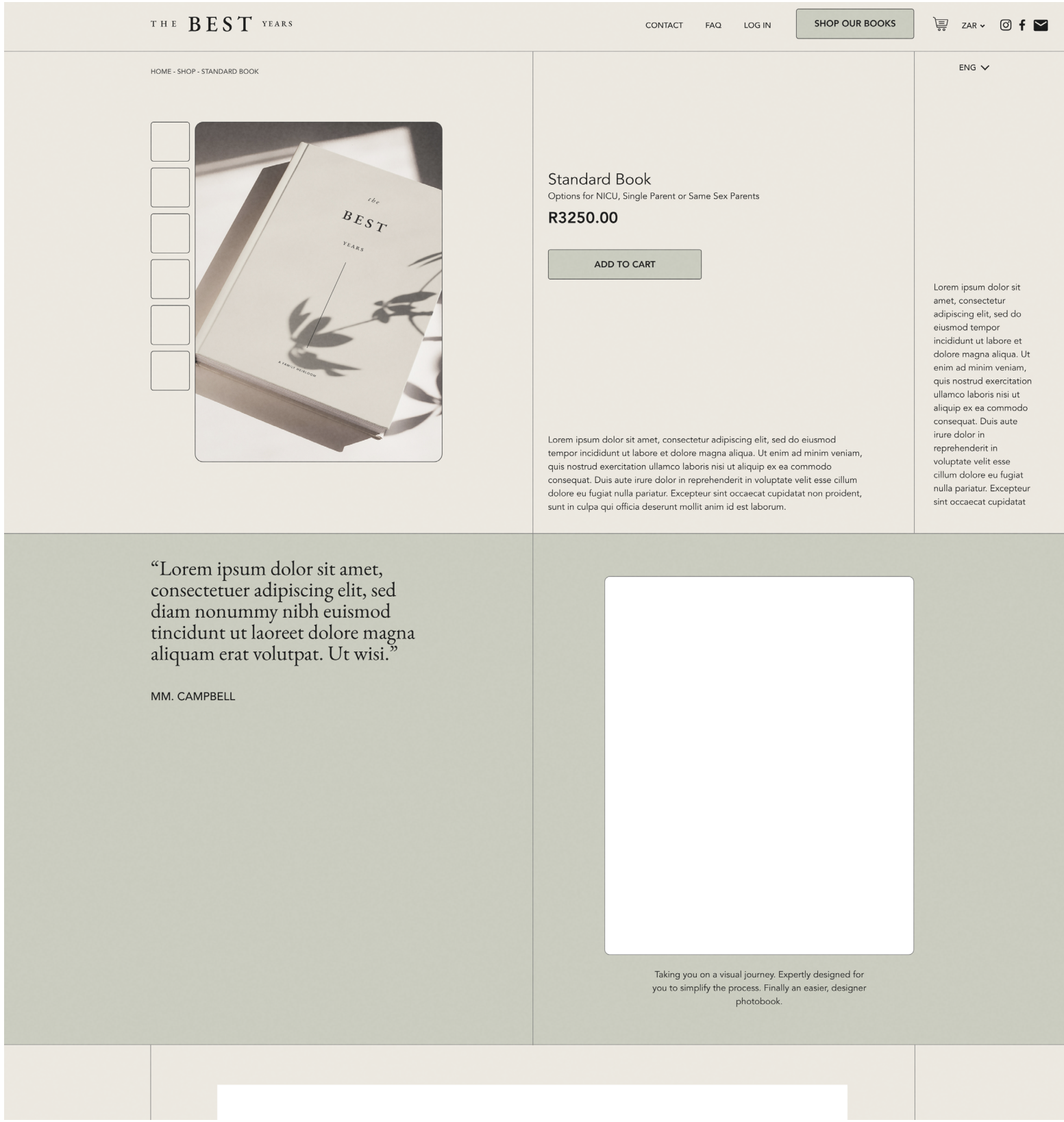




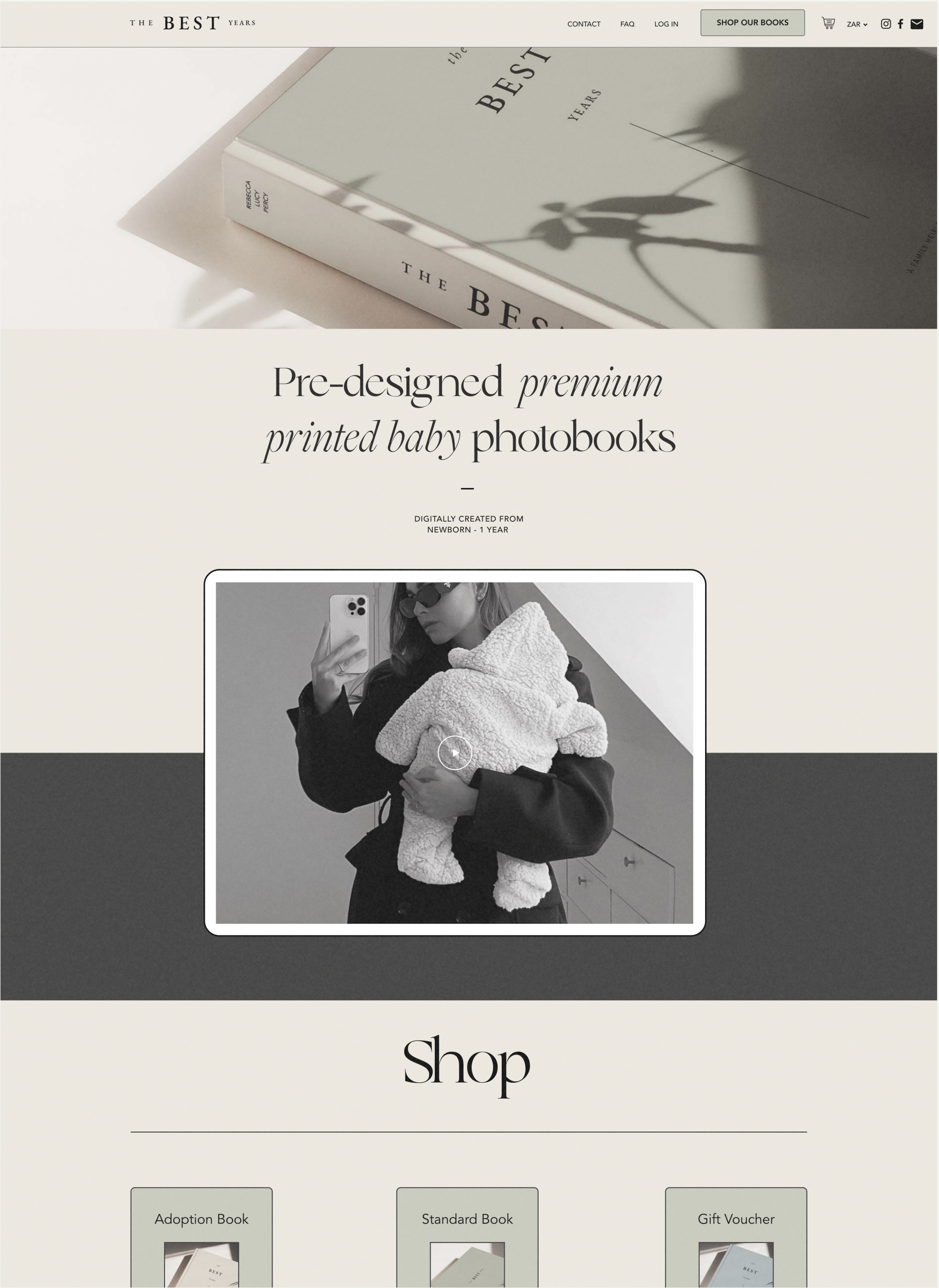
(above)
Branding, Corporate Identity and Book
Design for The Best Years

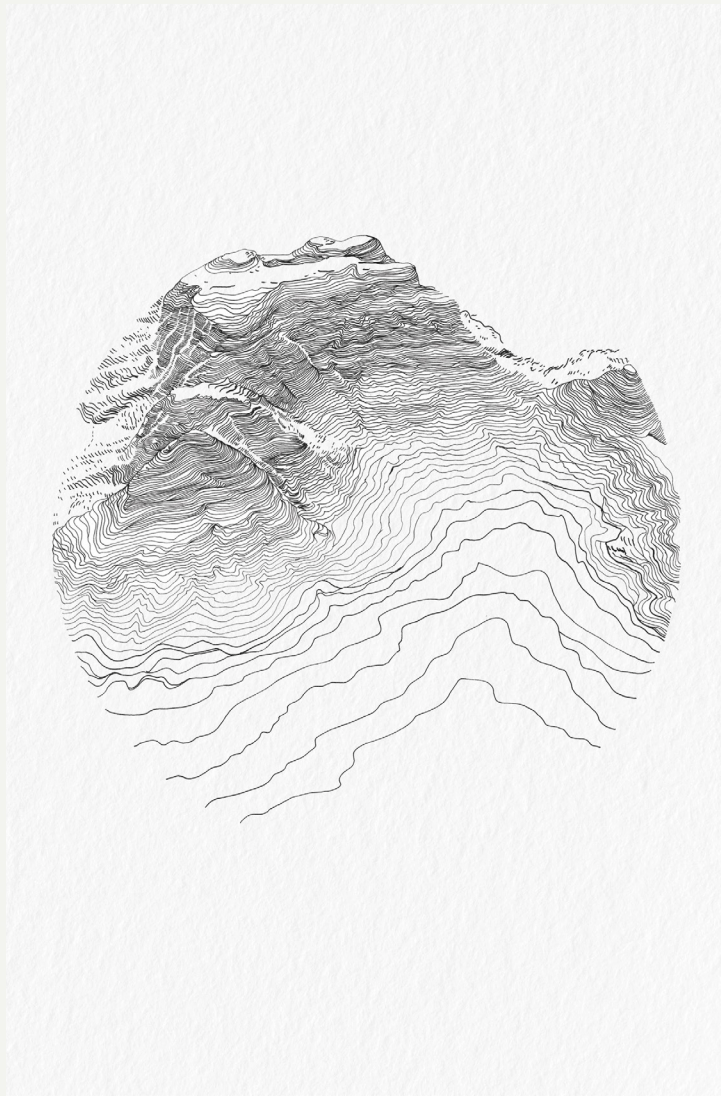
BRANDING, BOOK- & UX/UI DESIGN

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.



(above) Insert your image description here.





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.



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.

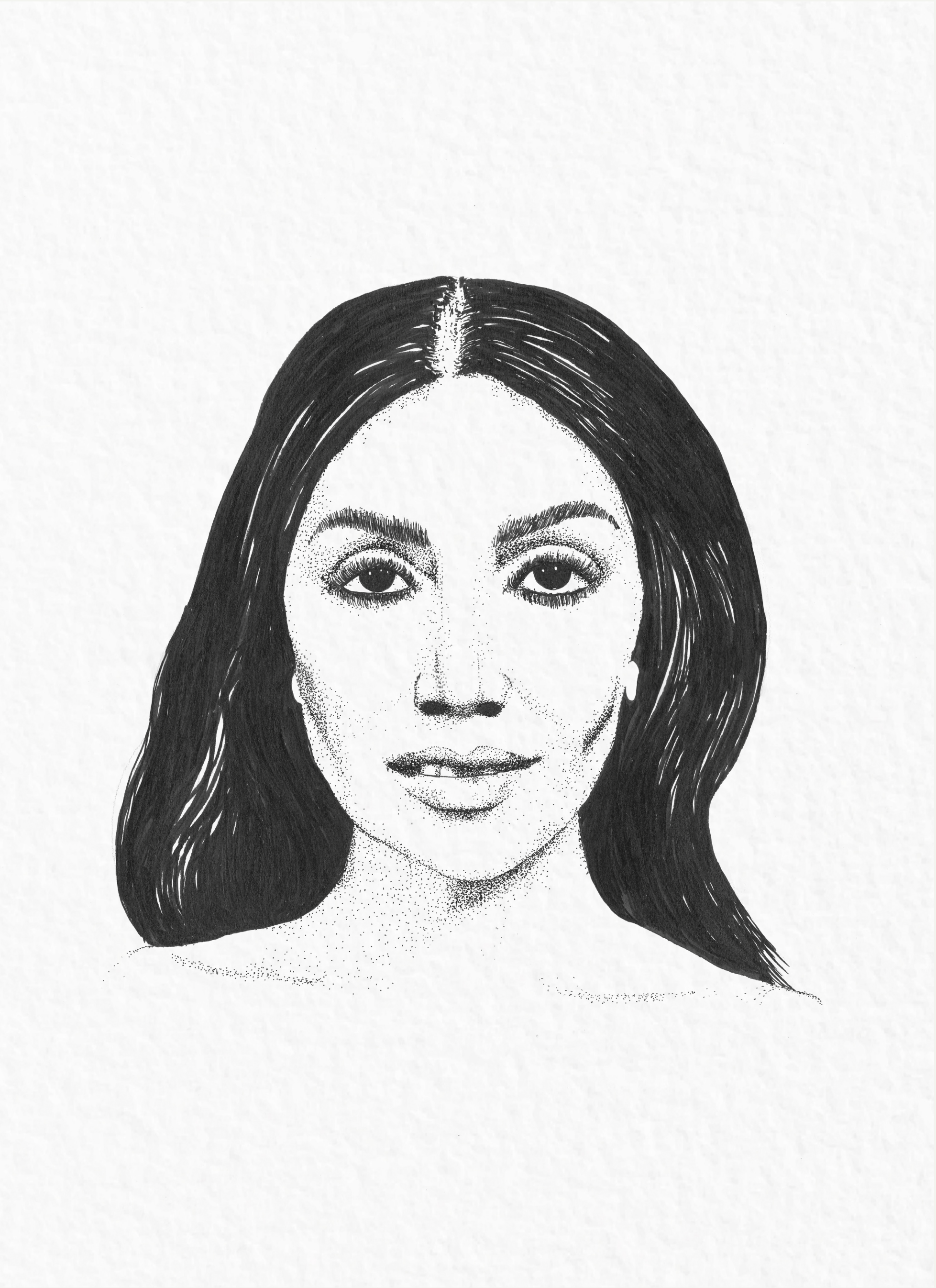
EXHIBITED IN NEW YORK & BERLIN



[MUSE]
MICHELLE HATTINGH



(above) One of my favourite portraits of Ayeh Khalatbhari | 2021





(above) Healing Hands

EXAMPLE PROJECT

[EXHIBITIONS]
NEW YORK & BERLIN

20

17

[ROLE]
ARTIST



Muse
Project
Year

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



Mel Wines

SANGIOVESE
ROSÉ 2022



(above)
Branding, illustration and wine label
design for Mel Wines

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.

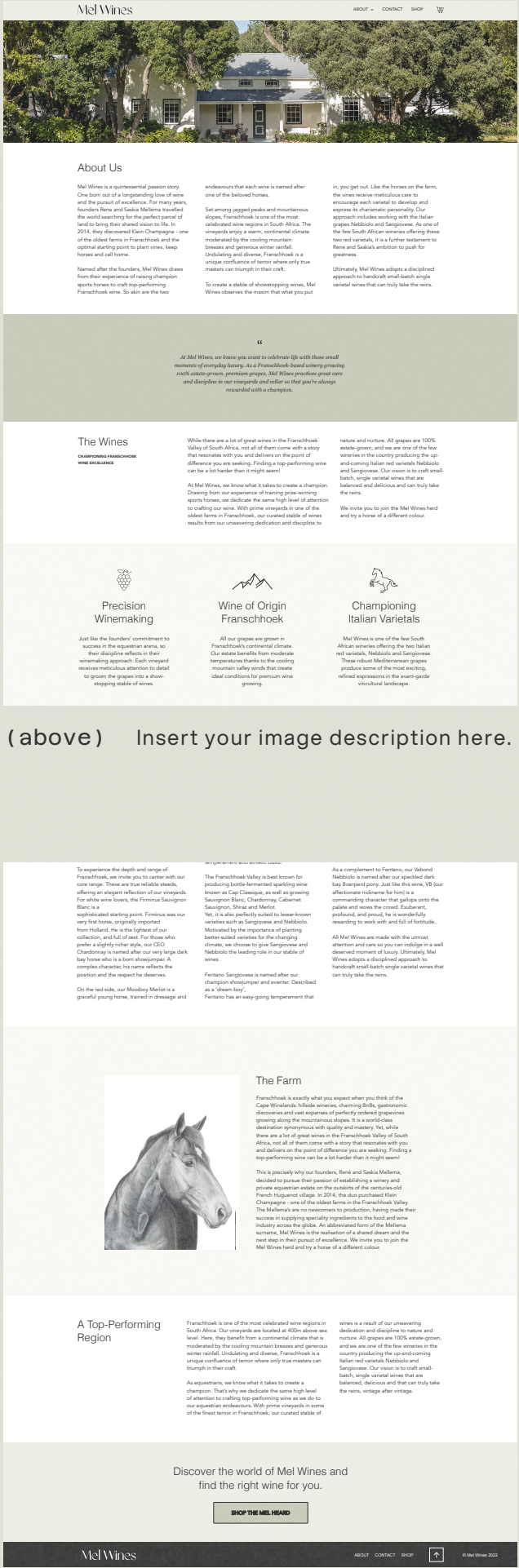
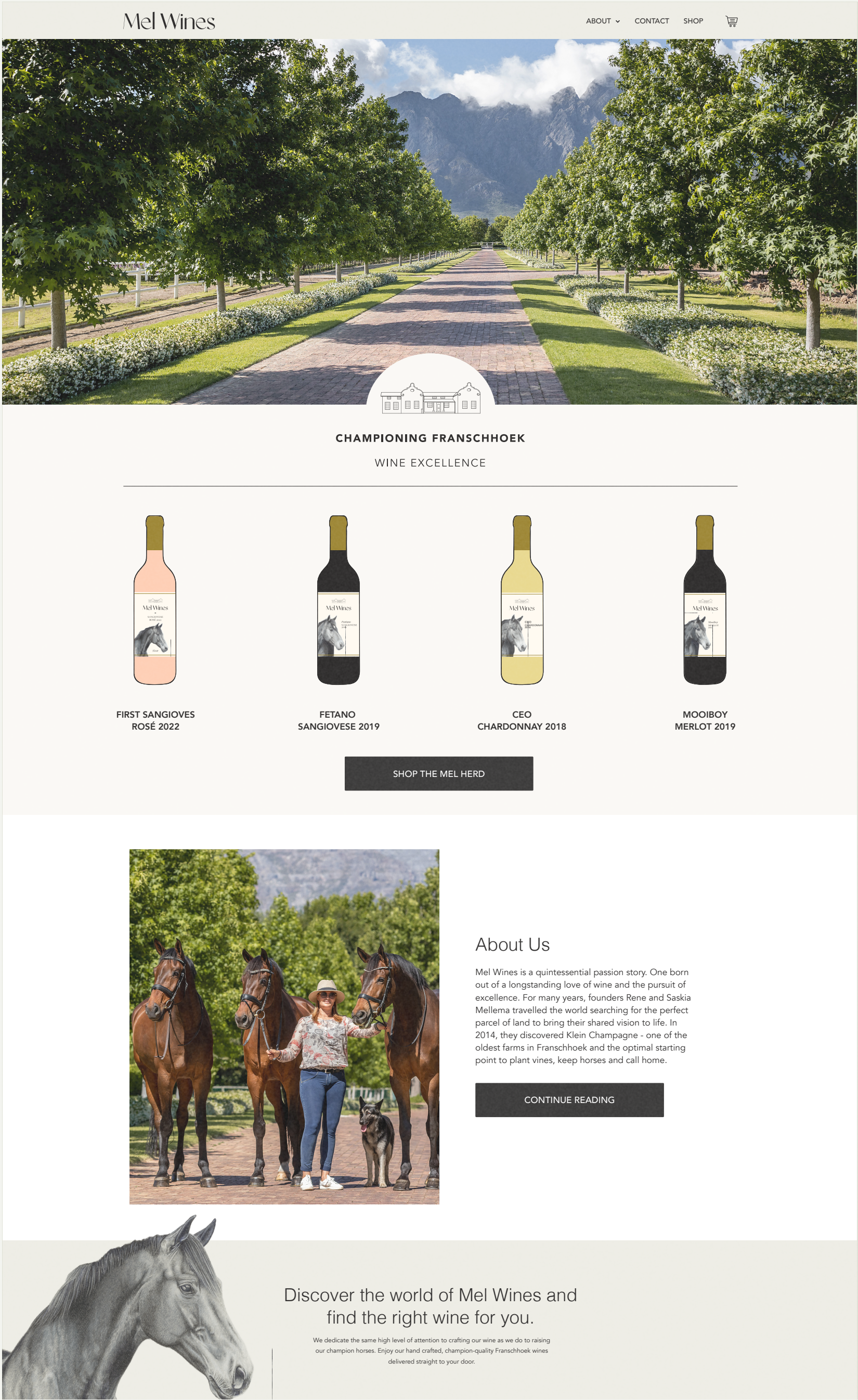
Client
Project
Year

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



(above) Insert your image description here.



(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.



(above) Photographer Terence Orpen 2019



(above) Photographer Sinjin Sullwald 2020

CONTACT

[NAME]
MAGDALENA (MAGS) CAMPBELL

2020 - 2024

[ROLE]
GRAPHIC DESIGN, ILLUSTRATION & UX/UI DESIGN

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ATELIER

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.CO.ZA



BRANDING, ILLUSTRATION &
UX/UI DESIGN

PORTFOLIO
2020 — 24

MARIA MAGDALENA

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IG [@MARIA_MAGDALENA_ATELIER](https://www.instagram.com/maria_magdalena_atelier)