

PORT- FOLIO

Feb 2022

Albert Madore

Creative Designer

Web Designer

Digital Marketer

Photographer

Videographer

WHAT'S INSIDE?



06

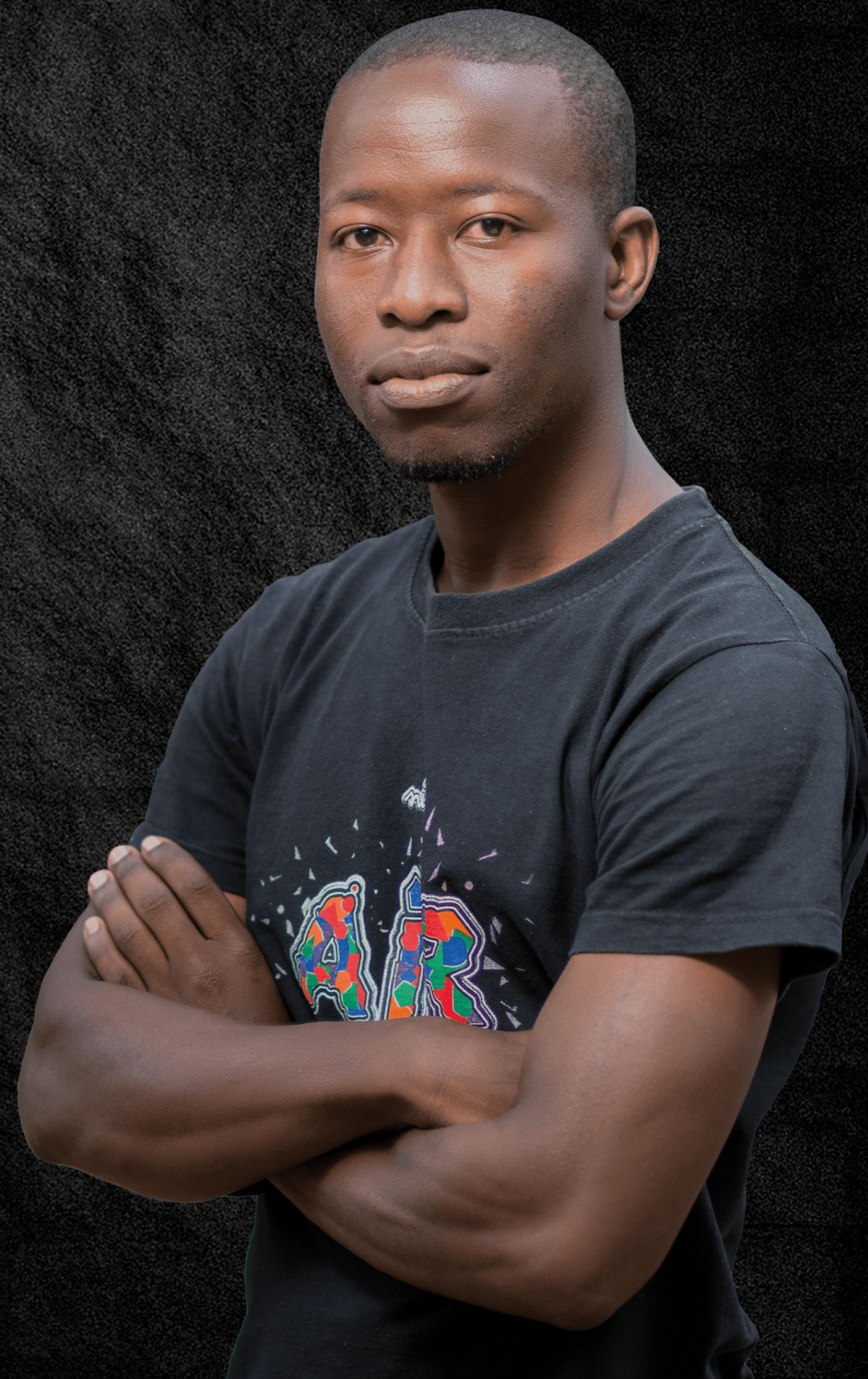
LOGO DESIGN

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CONFERENCE
PACKAGE
DESIGN

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BRANDING



ABOUT ME

- **DOB:** 11/08/86
- **Gender:** Male
- **Marital Status:** Married
- **Drivers Licence:** Clean Class 4
- **Nationality:** Zimbabwean
- 12+ years experience working with premium brands and agencies.
- A dynamic team player with exceptional collaborative and interpersonal skills.
- A passionate and inventive creator of innovative marketing strategies and campaigns; accustomed to performing in deadline-driven environments.



ALBERT .B
MADORE

CREATIVE DESIGNER

Cell: +263 77 300 0011/ +263 71 930 0011

Email: abmadore@gmail.com



MY RESUME

WORK EXPERIENCE

Hammer & Tongues Group of Companies

Creative Designer
October 2012 - February 2014

Zimbabwe Academic & Research Network

Creative/Web designer
March 2014 - February 2017

DMAC (Dubai LLC) U.A.E

Creative Designer & Digital Marketer
March 2017 - December 2017

NatLab (Pvt) Ltd

Marketing Manager
January 2018 - January 2019

Jabula New Life Ministries

Creative Designer./ Digital Marketer
February 2019 - Present

KEY SKILLS AND COMPETENCIES

- First class visual communications skills.
- Experience in print and web design
- Able to tailor design to meet the needs of the customer.
- Exceptional conceptual, graphic design and layout skills.
- Good understanding of latest digital marketing trends.
- Good understanding of UI/UX Design

TECHNICAL SKILLS

Corel Draw	<div style="width: 90%;"></div>	90%
Illustrator	<div style="width: 90%;"></div>	90%
Photoshop	<div style="width: 90%;"></div>	90%
Indesign	<div style="width: 85%;"></div>	85%
Premiere Pro	<div style="width: 80%;"></div>	80%
After Effects	<div style="width: 50%;"></div>	50%
Camera work	<div style="width: 90%;"></div>	90%

PROFESSIONAL QUALIFICATIONS

Diploma in Graphic Design - 2009
(BCE - London International Exam Board)
Mac-Mainne School of Computing

Front End Web Development - 2015
Muzinda Hub

Diploma in Digital Marketing - 2018
Shaw Academy (online)

ACADEMIC QUALIFICATIONS

A Level: Speciss College, 2005
Technical Graphics, Geography,
Management of Business

Ordinary Level: Ellis Robins High 2002
Biology (A), English (B), Technical Graphics (C), Geography (C)

LOGO DESIGN

GREAT FAMILIES

CHALLENGE: The logo is suppose to potray the unity and strength of a family/families; that which can never be broken.

SOLUTION: Depicting the strength of the family i decided to use a "folded cord" which represents strength. How the heads of the family members are glued close together represent unity and love which are attributes of a GREAT FAMILY.



THE HUB

CHALLENGE: The HUB is about a new TV show that focuses on interviewing celebrities and legends across the nation of Zimbabwe.

SOLUTION: Out of the letters H.U.B did i derive my logo in a unique way focusing on the inside gaps of the letters. The top left shape represent a chat that's taking place and the inside triangular shape represent the "play/video" button for video/TV.



CONFERENCE PACKAGE DESIGN

COUNCIL OF AFRICAN APOSTLES

CHALLENGE: An African Apostles summit that runs every year had the theme: *The Decade Of Merging*. Out of this theme would come every design component of the summit. An English and French version was required as summit was in Cote D'Ivoire.

SOLUTION: The puzzle pieces of the map of Africa coming together, the holding of hands to complete the African map and the brick background all speak about "Merging," coming together and standing as one.



BRANDING

NATIONAL LAB SUPPLIES [NATLAB]

CHALLENGE: As a start up company everything had to be designed from sketch; from the logo to everything tht could be branded. The logo had to be simple and straight to the point, colours had to speak life as this company had to do with the health of humans/patients.

SOLUTION: Red is the colour of blood and Green speaks of life, renewal and safety; hence did i decide to go with these colours as company colours. A simple website was then needed that i designed and produced using wordpress CMS.: <http://www.natlabsupplies.com/>



Cap design



T/shirt design



Mug design



BRANDING

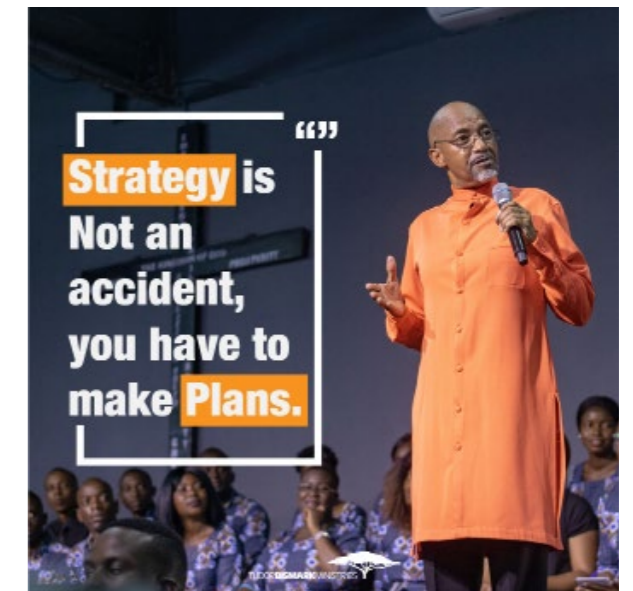
JABULA NEW LIFE MINISTRIES

CHALLENGE: As a leading Christian denomination in the nation and worldwide; my task here is to elevate the church dominance and presence on every media platform possible. Producing content for the ministry and for the Bishop as he is the driving force of the church.

SOLUTION: A heavy digital and social media presence and content was/is required for the purpose of driving out messages from the ministry and the Bishop.



Soccer Jersey designs



ALBERT B MADORE

PORTFOLIO

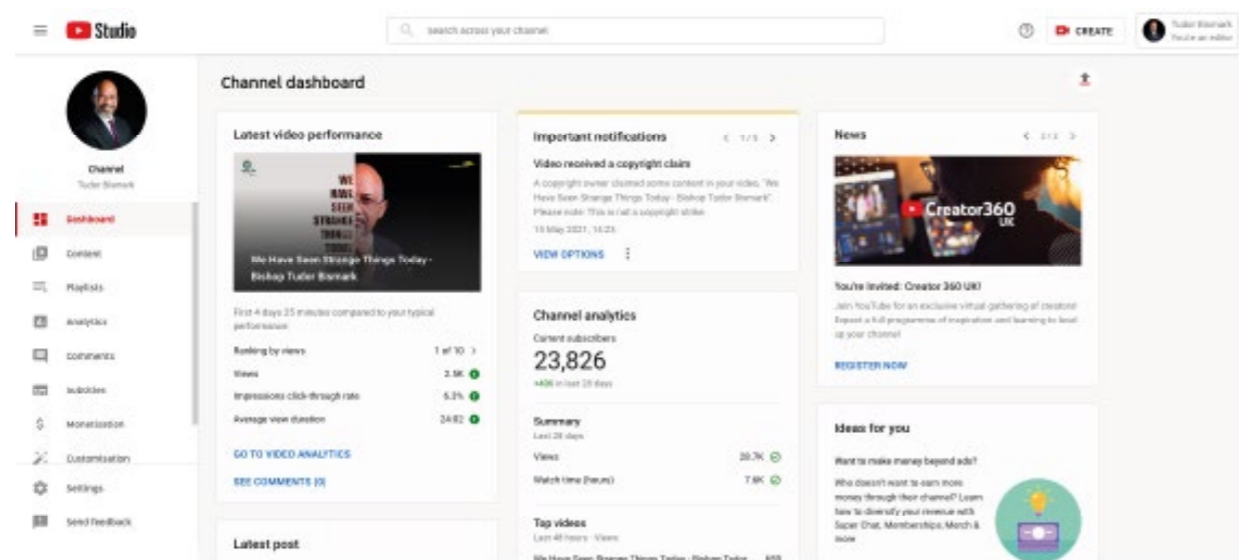
DIGITAL MARKETING

JABULA NEW LIFE MINISTRIES

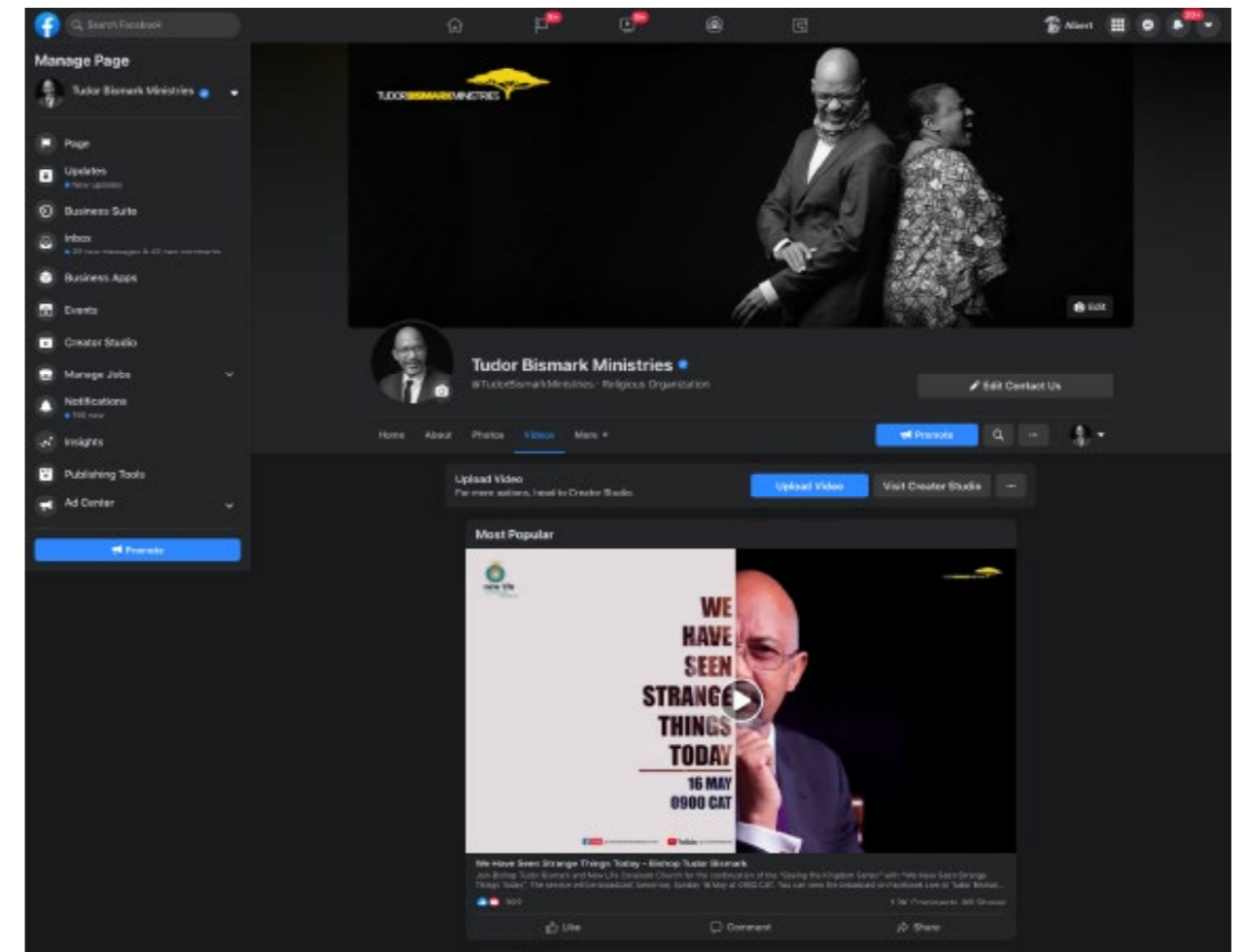
CHALLENGE: One of the main objectives that drives the Ministry at Jabula is videography, especially in these times of Covid-19 challenges and restrictions. How we are going to reach the thousands of congregants in Zimbabwe and outside Zimbabwe; who are unable to attend service in these trying times is essential.

SOLUTION: Social Media, Videography, editing sermons and livestreaming sermons and any other service to reach a wide net of the congregants that are unable to make it to a church service cause of the covid-19 restrictions. Taking also into consideration that a large pool of the organisation's followers are out of Zimbabwe

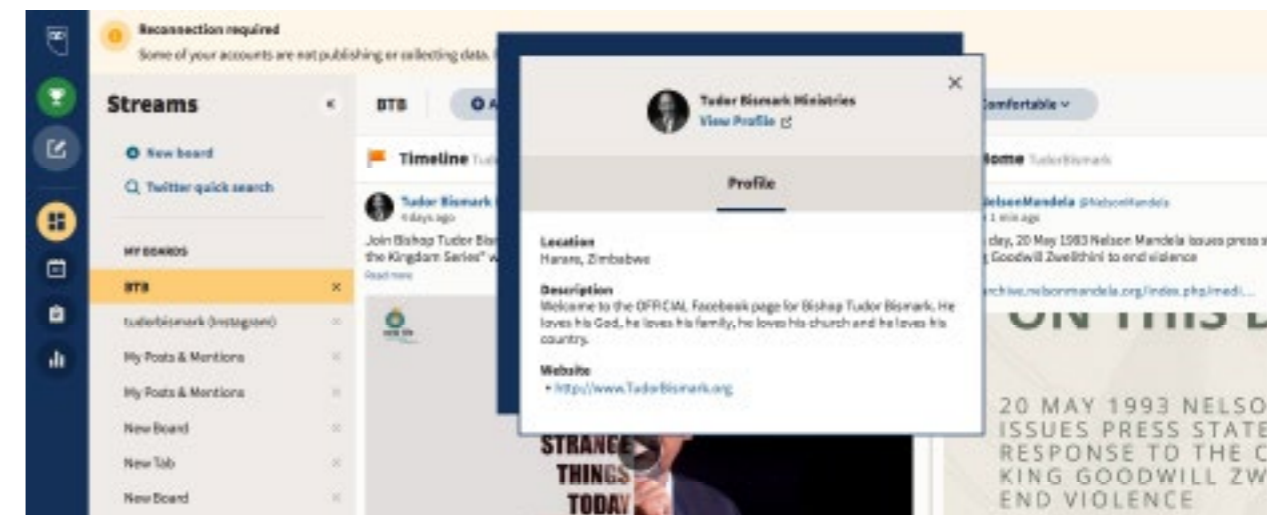
YouTube Channel



Facebook Channel



HootSuite Social Media Planner



VIDEOGRAPHY

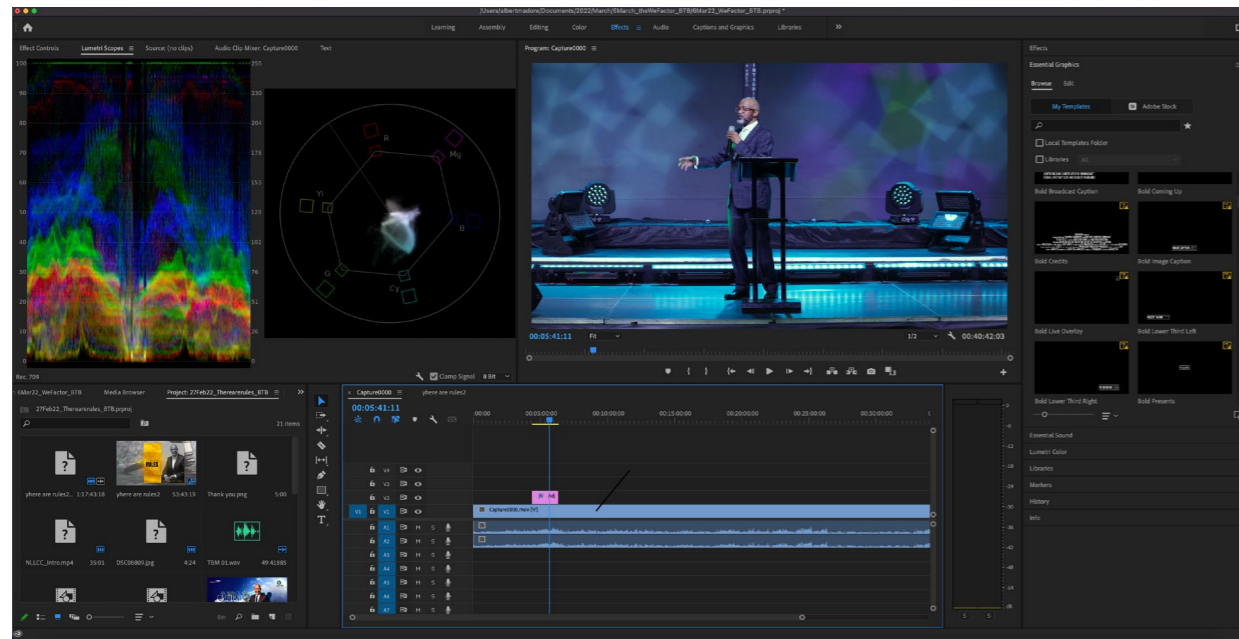
JABULA NEW LIFE MINISTRIES

CHALLENGE: Having a leader that is well sort after in global spaces. Video filming and editing high quality productions becomes essential for the audience around the world.

SOLUTION: I have taken responsibility and

a leadership role of training, managing and maintaining a pool of volunteers videographers in the church and direct every service to suite the needs of the ministry. Editing becomes my sole responsibility for quality control.

Premiere Pro



PHOTOGRAPHY

JABULA NEW LIFE MINISTRIES

CHALLENGE: Capturing "the moment" photos and pictures that tell a story to the audience is a skill that is required to get a high level of engagement from audiences on every digital platform.

SOLUTION: Every event and service that the Ministry holds has to have pictures taken and edited. My role is to capture these intriguing moments, edit and manage quality control. I've also trained a number of volunteers with zero experience to be photographers.



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Design is a funny word. Some people think design means how it looks. But ofcourse, if you dig deeper, it's really how it works.

Steve Jobs