

Celeste du Preez

web www.celestedupreez.com



Current role	Freelance designer
Education	University of Johannesburg, National Diploma (3 year), Graphic Design
Expertise	Digital design, information architecture, brand identity design, Accessible & W3C-compliant XHTML & CSS, custom-built WordPress themes
Clients	Sony Ericsson, Dragoman, Lisa Snook, Hertz, LoveFilm
Twitter	@CelesteduPreez

'Keep it simple' is Celeste's mantra - in both design and in life. She is a creative thinker through and through and her web design lives up to this philosophy. There is a simple, clean elegance to everything she does and not just the look and feel of her designs.

Her work blends both her passion for creating beautiful things with a drive to make stuff that, frankly, just works well. Celeste is a self-confessed usability evangelist. 'Don't Make Me Think' by Steve Krug is her bible. When she graduated in 1998, the internet and web design industry was still very much in its infancy. "It was the Wild West in those days; web standards and usability guidelines didn't really exist yet and the browser wars were in

full swing. My view was, and is, that if someone can't use a website they will just go elsewhere. Usability always affects a client's bottom line in terms of conversions, so it's essential to plan and build something that works." After building her first website, she was certifiably hooked. 13 years on, she still enjoys how, on a day-to-day basis, a web design project evolves from an idea to a functional and interactive experience. The internet inspires her love of freedom of expression and sharing ideas and the sense of community resonates strongly with her personal values. Although Celeste specialises in creating brands and websites for small businesses, she is regularly sought after by the big agencies too.



01 www.celestedupreez.com



02 silverspacepillows.com



03 darrensearle.com



04 52characters.com



05 Client mockup

01

A WordPress portfolio site that uses a single page to tell a story. The little girl logo creates a common theme between the different sections of the site.

02

SSP is an independent marketer to the arts sector. The site uses a bold and simple custom WordPress theme to portray the company message.

03

A WordPress portfolio site that has been built around the print blocks logo. The colour scheme and textures add to the ambience of the page.

04

This site is based on Celeste's drawings over a year. A vintage wallpaper background, paper textures and hand-drawn copy create an informal feel.

05

The client for this mockup is a data architect, and a grid background texture was used to reflect this. Plenty of space helps users absorb the on-screen information.