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/KARENLEROUX

ABOUT ME

All my favourite things are unique and extraordinary. That is because they have stories, and even the most mundane object or image can become profound with the right story, and the right storytellers.

I am straight-forward and authentic. I am very eager to learn and strive for innovative and disruptive solutions. My hobbies include painting, colouring and playing on my Xbox.

PREFERRED TOOLS



SKILLS

Art Direction
Graphic Design
Branding
User Interface Design
Web Design
Motion Graphics
Conceptualisation
Presentation

EDUCATION

Cedar House 2016
IEB Matric

Vega School 2020
BA Digital Design

REFERENCES

Digital Design Lecturer Vega
Anka Joubert
ankajou@gmail.com
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Head of Presales Sprinthive
Dane Bezuidenhout
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Marketing Manager LCG
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WORK EXPERIENCE

Ogilvy Social.Lab 2021 - present

Mid-weight Digital Designer

- Working on social media designs for a number of international clients, including graphic and some motion designs for various social platforms.
- Working on conceptualising campaigns and big ideas.
- Ideating art direction concepts.
- Creating landing pages and digital banners.
- Led the process of a brand's website redesign, including the global website, a number of localised websites, mailers, social media assets, banners, landing pages, and storyboards. Oversaw the logo redesign and a number of video executions. Created the automated Figma system for local markets to build websites, landing pages, and mailers, including training decks and training sessions for international teams. Trained team members in Figma to assist on the job. The client flew me out to Germany to work closely with the project lead on training decks and other assets. Worked closely with the development team to bring the website to life, providing answers and assistance, as well as troubleshooting any issues. Created tickets during QA of all localised websites to ensure all sites were up to standard.

Lead Capital Group 2021

Junior Digital Designer

- Designed social media posts for 3 brands within the group.
- Designed the landing pages for promotions, special events/occasions, or different markets.
- Worked on motion graphic elements.

Sprinthive 2018 - 2020

Designer

- Created fake ID documents to test verification software.
- Designed the ID verification webApp console UI.
- Designed the financing pitch deck.

Office Assisstant

- Personal admin for employees.
- General errands for the office.

BRANDS
I HAVE
WORKED
ON

