LE ROUX

🌐 LEROUX.CO.ZA ✉ KAREN@LEROUX.CO.ZA in /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 love learning and coming up with solutions – especially if that solution disrupts the status quo. I pride myself on being candid and genuinely true to myself 100% of the time. I have two gorgeous cats named Hiccup and Astrid whom I love hanging out with while I paint, colour or play video games.

PREFERRED TOOLS

Ps Ai Ae A figma HTML5 CSS3

SKILLS

Art Direction
Digital Design
Branding
Conceptualisation
Presentation
User Interface Design

EDUCATION

Cedar House 2016
IEB Matric

Vega School 2020
BA Digital Design

REFERENCES

Digital Design Lecturer Vega
Anka Joubert
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Head of Presales Sprinthive
Dane Bezuidenhout
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Creative Director Ogilvy Social.Lab
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WORK EXPERIENCE

FRASER 2024 - present

Digital Designer
- Working on a leading Swiss bank, rolling out various assets for a number of their campaigns and concepting new ideas.
- Creating organic social media assets for German clients.
- Crafting pitch decks.
- Mentoring the Junior Designer in creative skills.

Ogilvy | Social.Lab 2021 - 2024

Mid-weight Digital Designer
- Worked on social media designs for a number of international clients, including graphic and some motion elements.
- Conceptualized campaigns and big ideas.
- Developed art direction concepts.
- Created landing pages and digital banners.
- Led a comprehensive website redesign for a brand, including global and localized versions, social media assets, banners, and mailers. Developed an automated Figma system for international teams, provided training, and collaborated with the project lead in Germany to finalize assets. Worked closely with the development team to bring the sites to life, offering support during QA to ensure all sites met quality standards.
- Upskilled 2 Junior Digital Designers to use Figma.

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.
- Crafted explainer videos for pitches.

BRANDS I'VE SUPPORTED THROUGH MY WORK

IKEA · AMARIN · WORLD OF HYATT · TP VISION · SprintHive · SENNHEISER · NextGen EU
Vuse · PHILIPS · photobucket · canadian visa.org · Nice
Coca-Cola · syngenta · NESPRESSO · PHILADELPHIA · smykker · Hollard. · GOBI
Lindt · MDC · UBS · verizon · NEW YORK PIZZA · Nestlé · eJOBBO · BLACK+DECKER