



REFINED | DESIGN

ALESSANDRA FOURIE

WEBSITE

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NATIONALITY

South African

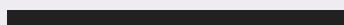
CURRENT LOCATION

Cape Town, South Africa

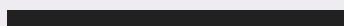
EXPERTISE

[INCLUDING, BUT NOT LIMITED TO]

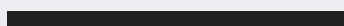
USER CENTERED DESIGN



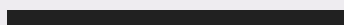
VISUAL DESIGN



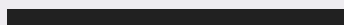
BRANDING + IDENTITY



BRAND MESSAGING



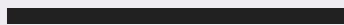
WIREFRAMING



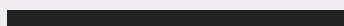
INTERACTIVE PROTOTYPING



USER ANALYSIS + TESTING



DATA ANALYTICS + VISUALISATION



ABOUT

As a current UI/UX design specialist with over 10 years of experience in corporate marketing for premium brands like Jaguar, Land Rover, and Apple, I bring a unique perspective to visual design. My expertise is shaped by an award-winning career in the digital space, a post-graduate degree, and achieving 90% in an advanced UX design course. I specialise in refined interface design, combining a proactive mindset with a passion for problem-solving to deliver high-quality digital experiences.

CURRENT EMPLOYMENT

No current permanent employment - open to permanent/part-time/contract/freelance opportunities.

[Freelance Capacity]
**UI/UX Design +
Website Design & Builds**
Since November 2020

Versatile freelance professional offering a trifecta of UX/UI design, web development & graphic design services to create cohesive digital experiences. As a UX/UI specialist, I conduct user research, create wireframes, prototypes & responsive designs that optimise user experience across devices. Complementing these abilities, I provide comprehensive graphic design services, crafting brand identities, logos, marketing materials & custom illustrations that align with clients' visual strategies. This integrated approach ensures a seamless blend of aesthetics & functionality.

PAST EMPLOYMENT

[Permanent Employment]
Senior Graphic Designer
Marigold (SaaS | Martech)
Global, HO in USA
May 2023 - December 2024

Lead creative concepts aligned with branding & marketing goals | Produce high-quality visuals for digital, print & multimedia platforms | Oversee design projects from conception to completion, meeting deadlines | Guide & mentor junior designers while fostering a creative environment | Maintain & evolve consistent brand identity across all visual assets | Collaborate with clients to deliver tailored design solutions & revisions | Stay updated on industry trends to create competitive, modern designs | Master advanced design tools & platforms.

[Freelance Capacity]
Iconic Collective
Agency
June 2022 - May 2023

Work within brand & corporate CI guidelines to reinforce a brand's voice through visual touchpoints | Develop effective & refined imagery, font, layout concepts based on requirements | Present UI/UX designs & sell my solutions to various stakeholders | Designing new, improved desktop & mobile interfaces and/or interface elements | Conducting market and/or competitor research & analysing design trends | Pitch work including conducting brand audits & presenting user experience recommendations directly to client | Hands-on, liaising with & managing various roles/relationships (as well as conflicting issues) within the agency team | Focused predominantly on the Makro brand (Large South African retail department store) but helped with others too.

[Freelance Capacity]
VMLY&R
Agency
Oct 2021 - Dec 2022

Work within brand & corporate CI guidelines to reinforce a brand's voice through visual touchpoints | Develop effective & refined imagery, font, layout concepts based on requirements | Present UI/UX designs & sell my solutions to various stakeholders | Designing new, improved desktop & mobile interfaces and/or interface elements | Conducting market and/or competitor research & analysing design trends | Brands I worked on: Liberty (financial & health), Vodacom, Momentum (financial & health), British American Tobacco & their group of brands incl. Vuse, Velo, Glo.

[Freelance Capacity]
Mzero
Agency
May 2021 - July 2022

Work within brand & corporate CI guidelines to reinforce a brand's voice through visual touchpoints | UI/UX website analysis & recommendations | Designing new & improved desktop/mobi websites with a focus on e-commerce stores | Conducting market and/or competitor research & analysing design trends | Brands I've worked on: Cara Saven Wallpaper Design, Jameson, Cape Wine Company, Mills Boat Academy, Cannafica.



ALLY
THATSMEDIA
REFINED | DESIGN

KEY SOFT SKILLS

PROBLEM-SOLVING

ADAPTABILITY

COMMUNICATION

BUSINESS ACUMEN

TECHNICAL PROFICIENCY

[INCLUDING, BUT NOT LIMITED TO]

FIGMA

ADOBE CREATIVE SUITE

MICROSOFT SUITE

APPLE SUITE

GOOGLE SUITE

ASANA

SLACK

SKETCH

INVISION

PAST

[PERMANENT EMPLOYMENT]

[Permanent Employment]

Global Marketing Manager

Because Creative Experiences Agency, Cape Town
2019 - 2020

Develop data-driven strategies to meet business objectives & optimise ROI | Create & execute lead-gen strategies to drive new business | Oversee website development for optimal user experience & manage CRM systems (HubSpot) to enhance client relationship management | Map & optimise the digital touchpoints in the customer journey to enhance engagement & conversion rates | Plan & manage paid campaigns & social media to boost brand visibility | Oversee the content strategy & handle adhoc marketing copywriting needs | Analyse performance data & research to inform strategic decisions | Manage & create visual assets to support marketing initiatives.

[Permanent Employment]

Marketing Manager

Jaguar Land Rover, Pretoria & Cape Town
Retailer

Brand development & growth aligned with dealership sales goals, market opportunities within the overall retail environment | Formulation of marketing structures & foundational processes | Quarterly marketing strategies & budgets | Digital content & market strategy including managing the dealership's online presence, including SEO, SEM, social media, & lead generation strategies | Traditional marketing & the management of local media advertising, outdoor campaigns & direct mail efforts to boost visibility | Plan & execute promotional events & seasonal campaigns (incl. new vehicle/product launches) to drive customer engagement & sales | Ensuring brand consistency & managing public reputation through reviews, community engagement & PR (big focus on influencer relationships) | Close sales support & collaboration | Track & analyse marketing performance metrics to optimise campaigns & improve ROI | Oversee relationships with marketing vendors, agencies & automotive listing platforms for maximum exposure | Ensure all marketing materials comply with legal standards & manufacturer guidelines for co-op advertising.

AWARD ACHIEVED

Land Rover South Africa Digital Award
2017 - 2018

[Permanent Employment]

Marketing & Events Co-ordinator

Apple Electronics, (Core Group) Johannesburg
2013 - 2016

Event & campaign Coordination across multiple product brands | Plan & execute launch marketing for new products & new stores | Manage marketing budgets & provide performance reports | Create & manage engaging content for social media platforms | Conduct research & analyse competitors to inform strategies | Vendor & partner relationship building & collaboration to ensure seamless event execution | Develop strategies to enhance customer interaction during events | Coordinate the creation of marketing & promotional materials | Cross-Department Communication to align marketing efforts & goals | Post-event success analysis & provide insights for future improvements.

EDUCATION

SKILLS DEVELOPMENT & EXPERTISE

User Experience Design Online Course

University of Cape Town

Sept 2020 - Dec 2020
Averaged 90%

POST-GRADUATE DEGREE

BCom Honours Business Management

University of Pretoria

Jan 2007 - Apr 2011
Once I'd completed my undergrad BCom, I was elected & chosen as part of a group of 25 students (out of over 200 initial entrants) to pursue my post-grad Honours degree. Majored in Marketing too.

SCHOOL

Matric IEB Certificate with Exemption

Cornwall Hill College, Pretoria

High School
Jan 2002 - Dec 2006