



# Alexandra Caroline Kappers

## Multimedia Designer | Brand & Creative Development

Creative and detail-focused Graphic Designer with experience in brand identity, campaign design, and storytelling across luxury, hospitality, and lifestyle sectors. Skilled at developing original concepts and delivering high-quality print, digital, and social assets. Adaptable and collaborative, able to work independently or within a team, with strong communication and organizational skills. Confident in creative abilities and eager to learn and grow professionally.

### EXPERIENCE

#### BRAND & MARKETING DESIGNER | SKOON. Skincare

June 2025 – November 2025

Brand Marketing Designer driving SKOON.'s visual identity and creative direction across digital and physical channels. Accountable for design execution, campaign development, packaging, and creative production to enhance brand presence and e-commerce performance.

- Maintained and evolved consistent visual branding across all consumer and trade touchpoints.
- Developed and delivered creative campaigns for launches, partnerships, and seasonal promotions.
- Designed website and mobile UX/UI assets to boost e-commerce conversion.
- Managed packaging design from concept to production with suppliers and print partners.
- Lead photoshoot planning, styling, and post-production processes.
- Collaborated with marketing and e-commerce teams to produce impactful brand-aligned content.

#### MID-WEIGHT GRAPHIC DESIGNER | Content Merchants

February 2024 - April 2025

As a mid-level graphic designer at a fast-paced digital agency, I collaborated with the senior designer to deliver high-impact digital assets for clients including Daytona, McLaren, Aston Martin, and Vespa. My role covered concept development, design execution, and delivery across campaigns, social media, email, and web.

- Designed static and animated ads for social, display, and email campaigns
- Developed creative concepts aligned with client brand guidelines
- Produced mockups and presentation decks for pitches and reviews
- Partnered with copywriters, account managers, and developers to ensure cohesive campaigns
- Optimized assets for performance across Meta, Google Ads, LinkedIn, and other platforms
- Managed file systems and supported asset organization for multiple projects

#### JUNIOR GRAPHIC DESIGNER | Quivertree Digital Hospitality Solutions

+ Providence Hotels

May 2023 - February 2024

As part of a small creative team, I collaborated with the senior graphic designer to craft digital marketing content for Fairtree's portfolio of boutique hotels. My work spanned the end-to-end design of visual assets for campaigns, social media, websites, and email marketing - each tailored to the unique identity of its property.

- Designed digital assets including banners, emailers, and social media visuals for multiple luxury hotel brands
- Developed and maintained brand-aligned content across each hotel's digital platforms
- Partnered with marketing and operations teams to deliver seasonal campaigns and promotions
- Created visual templates and design systems to ensure brand consistency
- Edited and enhanced photography to highlight hotel properties and experiences
- Assisted with web updates and content management

#### JUNIOR GRAPHIC DESIGNER | Sage Yoga Studio

August 2022 - April 2023

While completing my final year of university, I worked as a junior graphic designer for Sage Yoga, a wellness brand founded by my mother. I developed the visual identity from the ground up, creating cohesive branding and digital assets to establish a professional online presence.

- Designed Sage Yoga's complete brand identity and visual guidelines
- Built and maintained the company website using WordPress
- Created weekly Instagram content and managed social media accounts
- Set up and maintained email marketing systems
- Designed print materials including flyers and posters for studio promotions
- Collaborated closely with the founder to bring the brand vision to life.

### OBJECTIVE

My goal is to use design as a tool for change - shaping meaningful visual identities, campaigns, and experiences that not only elevate brands but also champion environmental sustainability and conservation.

### CONTACT

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### EDUCATION

Bachelor's Degree in Visual Communications at the Stellenbosch Academy of Design and Photography | Major in Multimedia

Somerset College High School Diploma  
| Graduated Cambridge Curriculum with 3 A levels, 7 AS levels, and 2 GCSEs

### TECHNICAL SKILLS

- Qualified studio photographer
- Multimedia Digital Designer (NQF level 7)
- Bilingual (Proficient in Afrikaans and English)
- Coding: Python, HTML5, CSS3, JavaScript, C#
- Design Programmes: Adobe Suite (Illustrator, Photoshop, Premiere Pro, After Effects, InDesign, Adobe XD), Cinema 4D, Blender, Figma
- Website design programmes: Wordpress, Shopify, Wix, GitHub, Visual Studio Code, and Squarespace

### REFERENCES

Available upon request