



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

 alexandrakappers@gmail.com  
 www.aarbei.art  
 Cape Town, Western Cape,  
South Africa, 8001

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

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**.