

Bianca Kloos

graphic design • digital & print • app design • UX & UI
• branding • animation & video • web design • illustration

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Profile: *I'm a creative and engaged designer with 10 years of experience in both digital & print design. I've got a working knowledge of coding as related to digital design, and I love solving problems. I really enjoy conceptualisation, and taking a project from idea to finished product. I am excited by the industry I work in.*

Work Experience

2015 – Present **UI/ UX Digital Designer**
Crio Digital Agency (Partner of The Jupiter Drawing Room)

- Handled digital design projects from concept to final sign-off, including delivering concept & rationale, UX and UI, wire-framing, prototyping, storyboards, user flows, process flows and design execution
- Worked extensively on app and responsive web interface design
- Researched interaction and designed SVG animation for apps and digital design projects
- Conceptualisation, critical strategic thinking, brainstorming and visual identity
- Provided digital illustrations

2013 – 2015 **Art Director/ Designer**
Pondering Panda

As an in-house art director and graphic designer for digital market research company Pondering Panda, I determined both the brand and visual style of the company, both online and offline.

- Completed a brand redesign and complete website overhaul for the company
- Delivered regular infographics and data visualisation projects
- Lead the design of the propriety customer app and internal surveying software; developed and designed the UI/ UX for consumer research app on the WeChat platform
- Designed templates for research presentations to clients.
- Headed my department; sourced, briefed and directed external creatives when needed
- Worked with the copywriter to conceptualise and develop marketing material

2011 – 2013 **Senior Designer**
Creation Dynamix

As a senior designer, I managed projects and executed concepts and designs for numerous corporate identity and web design projects.

2011 BBDO Advertising Agency, Berlin
Intern

Working in Berlin was a fantastic experience, especially getting to work on the Smart Car awareness campaign in Europe, which was being launched at the time, and for which I designed the 'bench for two' promotional installation in Paris.

2009 – 2011 Creation Dynamix
Junior Graphic Designer

As a junior designer, I designed and built websites using both HTML/ CSS and Wordpress. I also dealt with building many branding identities from scratch.

Software Expertise

Adobe Illustrator • Adobe Photoshop • Adobe After Effects • Basic HTML • Basic CSS • Basic Java • WordPress • Final Cut Pro • Sketch3 • Animate CC • Windows and Mac office software suits

Fine Art Illustration and Photography

I also am experienced in fine art illustration and digital photography, both of which are interests of mine, and both of which come in very useful in the world of digital and graphic design.

Education

2004 – 2008 Bachelor of Fine Arts Degree (majoring in New Media)
University of Cape Town

1998 – 2003 Bridge House High School
Matriculated with an 'A' aggregate

Language Proficiency

- English (native)
- German (native)
- Afrikaans (decent).

For more details, please get in touch:
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