Lauren Moses

Senior Digital & Marketing Designer

Senior Digital & Marketing Designer with 15+ years of experience creating brand, campaign, and web experiences for global and regional companies across fintech, telecoms, finance, and FMCG sectors.

Currently working remotely with a US-based SaaS company, leading digital marketing design across web, campaigns, events, and sales enablement.

Experienced in maintaining Webflow websites, building conversion-focused landing pages, and producing cross-channel marketing assets.

Strong collaborator across marketing, product, and leadership teams, with experience mentoring designers and maintaining brand consistency across platforms. Known for adaptability, ownership, and continuously evolving with new tools and technologies.

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Address
Sandton, Johannesburg, ZA

Nationality
South African

Date of Birth
16/08/87

Availability
1 month calendar notice

Languages

🇬🇧 English (Fluent)

🇿🇦 Afrikaans (Fluent)

Working Experience

Aug 2023 – Present 📍 Remote
Senior Marketing Designer
Paradigm Seniors

Lead digital marketing design across web, campaigns, and brand execution for a US-based SaaS company serving the senior healthcare space.

Key responsibilities:
• Maintain and evolve company Webflow website • Design landing pages and marketing campaigns • Create conference and event branding assets • Design executive-level sales decks, investor presentations, structured one-pagers, and lead-generation marketing collateral. • Produce social and digital marketing assets • Build HubSpot landing pages and email templates • Maintain brand consistency across marketing channels • Collaborate with marketing and leadership teams • Support and guide additional design resources when needed

Mar – July 2023 📍 Remote
Senior Digital Designer
Helm

Key responsibilities: MTN – Creating digital assets for the MTN Website and digital platforms ie weekly/monthly web banners, card deals, Emailers, infographics, responsive Business Unit/campaign product pages/microsites, translating agency creative into digital ready assets etc.

Aug 2022 – Nov 2022 📍 Johannesburg
Freelance Designer/Animator
Wunderman Thompson

Key Responsibilities | Design and Animation for On Always Social Media for Standard Bank.

Reason for leaving: Finished my 3month contract/Other freelance jobs.

Aug 2017 – Apr 2022 📍 Johannesburg
Senior Designer
VML South Africa

Worked across major brand campaigns delivering digital, social, and animation projects.

Key responsibilities:
• Campaign design & digital assets • Motion graphics & social content • Illustration & storyboarding • HTML5 banners • UI design and prototyping • QA and production support

Dec 2016 – July 2017 📍 Johannesburg
Senior Designer
Straightwisted

Delivered web, branding, and animation projects for multiple clients.

May 2012 – Nov 2016 📍 Cape Town
Mid-Weight Designer
Dreamsmiths

Worked across branding, digital, and animation projects.

• Brand identity development • UI/UX design and wireframing • Video and animation production

Feb 2010 – Apr 2012 📍 Johannesburg
Senior Designer
Straightwisted

Worked across branding, digital magazine production, web design, and early digital campaigns.

Education

North-West Uni — **BA Graphic Design** 2006 – 2009

Outeniqua High — **High School** 2005

Core Skills

Digital & Marketing Design

Campaign & marketing asset design	SaaS & tech marketing support
Conference & event branding	Sales & presentation design
Social & paid media creative	Conversion-focused landing pages
One-pager & lead magnet design	Infographic & data visualization design

Web & UI

- Webflow site design & maintenance
- Landing page design & optimization
- UI design & prototyping
- Developer handoff & collaboration

Motion & Animation

- Motion graphics & explainer animations
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- HTMLL 5 Banner animations

Brand & Creative

Brand system application & extension	Illustration & visual storytelling
Concept development & art direction	

Collaboration & Leadership

Cross-team collaboration	Long-term design partnership experience with marketing leads and founders.
Mentoring & supporting junior designers	Fast-paced marketing & campaign environments

Tools

	Primary						
	Figma UI Design, prototyping	**Photoshop** Composite	**AfterEffects** Motion Graphics	**Illustrator** Vector	**InDesign** Layout	**Asana** Project collaboration	**Midjourney** AI Image Model

	Working Knowledge					
	Webflow Web Design	**Framer** Web Design	**Hubspot** Marketing automation	**Spline** 3D interactive design	**Antigravity** IDE	**Claude Code** AI-powered agentic coding tool