



Lauren Moses

Senior Digital Creative: Motion, UI, Graphic, Illustrator

With 13 years of experience in the field, I am a highly skilled and versatile digital creative with a passion for Graphic Design, UI design, and Animation. My expertise in these areas has been honed by working with a diverse range of clients across various industries from Finance to FMCG and currently finding myself in the Fintech space.

I am always looking for new challenges and technologies to push the boundaries of what's possible in the digital space.

My best quality is that I'm always learning new things and a firm believer that you have to keep upskilling.

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Address
Sandton, Johannesburg, ZA

Nationality
South African

Date of Birth
18/08/87

ID
870816 0346 086

EE/AA Status:
Coloured, Female

Availability
1 month calendar notice

Languages

English

Afrikaans

WorkExperience

- Aug 2023 - Current Remote
 Senior Marketing Designer
Paradigm Seniors
Key Responsibilities | UI/UX, mainting Webflow website, Conference Branding, Presentation Design, Social Media design.
- Currently Remote
 Senior Digital Designer
Freelancer
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.
Reason for leaving: Looking for a more stable/permanent job.
- 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
Key Responsibilities | 2D Animator (Social Media, Explainers, TVC's) | Illustration | Storyboarding | HTML5 Banners | UI Design, QA testing, Wire-framing, Prototyping.
Reason for leaving: Took a sabbatical to travel and starting as a Freelancer.
- Dec 2016 - July 2017 Johannesburg
 Senior Designer
Straightwisted
Key Responsibilities | Web Design - UI+UX | Wordpress maintenance and design Animated Web banners | Video + Animation.
Reason for leaving: Lack of work and stability - Business had some financial problems.
- May 2012 - Nov 2016 Cape Town
 Mid-Weight Designer
Dreamsmiths
Key Responsibilities | Corporate Identity Development | UI+UX | Wire-framing Branding | Video + Animation
Reason for leaving: Growth - Looking for more animation learning opportunities and my previous employers asked me back.
- Feb 2010 - April 2012 Johannesburg
 Junior Design / Art Director
Straightwisted
Key Responsibilities | Branding | Corporate Identity Development | Digital Magazine design and Flash animation | Web design and development | Art Direction.
Reason for leaving: Moving to Cape Town.

Education

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

Outeniqua High **High School** 2005

Skills

Graphic Design Animation Storyboarding Branding UI Design Illustration

Self-starter Art-Direction Conceptualization Pro-Active User-Centric Teamwork

Knowledge on

HTML CSS Print CMS Systems Production

Tools

AfterEffects
Motion Graphics

Illustrator
Vector

InDesign
Layout

Photoshop
Composite

Cinema4D
3D Design

Figma
UI Design, prototyping

Spline
3D interactive design

GWD
Google Web Designer

Webflow
Web Design