



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