

MARILIZE



Marilize Gouws
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ABOUT ME

I am a graphic designer specialising in digital design, brand identity and conceptual thinking. Having an integrated foundation has allowed me to springboard into multiple avenues within design. I am passionate about conceptual design, illustration, animation and UI/UX design. I have a keen interest in art, popular culture and photography, which drives me to expand my knowledge daily.

WORK EXPERIENCE

ROERING CREATIVE KIN - *Digital Designer (November 2019 - Present)*

Roering Creative Kin services the Discovery family of brands. As a digital designer, I work on better utilising the digital spaces they occupy. This includes working on animations, special projects and the UI design of their digital platforms. It's an integrated environment, where copywriters, strategists and different design specialists work hand in hand to move the brand towards a seamless experience.

CLOCKWORK - *Mid-weight Designer (December 2016 - October 2019)*

Clockwork is an integrated marketing agency that works with a diverse group of clients. Being part of such a dynamic, fast-paced agency has allowed me to gain experience with a myriad of different projects. This includes building brand identities from the ground up, social media campaigns, website design, illustration projects and conceptual pitch work. My time here has enabled me to think on my feet, as well as instilled a level of consideration that comes from working on diverse projects.

EDUCATION

UNIVERSITY OF PRETORIA - Information Design Honours Degree (2013 - 2016)

This programme is based on firstly developing a holistic understanding of cultural ideologies and how visual communication is used within our global space. With a strong social consumer underpinning, the programme focusses on design strategies as well as design applications over various platforms. This includes marketing, cultural studies and the psychological exploration of creativity. This theoretical foundation is then fortified by the development of various technical skills.

SKILLS

Brand development
Digital design
Illustration
Concept generation
UI/UX Design
2D Animation

SOFTWARE

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe XD
Adobe After Effects
Microsoft Office Suite