



LEROUX.CO.ZA



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/KARENLEROUX

ABOUT ME

I'm a multidisciplinary designer and art director with a passion for crafting meaningful, user-centered experiences that merge storytelling with strategic design. With a background in advertising, UI/UX, and branding, I bring a sharp eye for detail, a love for bold ideas, and a drive to create work that resonates deeply and performs effectively.

I believe even the simplest idea can become extraordinary with the right narrative—and I strive to bring that thinking into everything I create.

Curious, candid, and always learning, I thrive in collaborative environments where I can challenge the status quo and help brands connect with their audiences in unexpected ways.

PREFERRED TOOLS



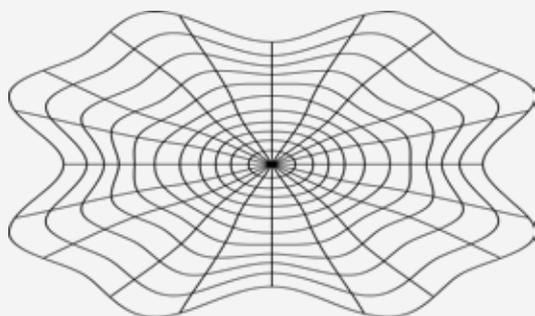
SKILLS

Art Direction
Digital Design
Branding
Conceptualisation
Presentation
User Interface Design

EDUCATION

Cedar House 2016
IEB Matric

Vega School 2020
BA Digital Design



REFERENCES

| | |
|---|--|
| Digital Design Lecturer Vega Anka Joubert | Creative Director Ogilvy Social.Lab Dirk Agenbag |
| ankajou@gmail.com +27 83 868 7120 | dirk.j.agenbag@gmail.com +27 84 555 1120 |

EPAM | EmpathyLab 2025 - present

LEAD DESIGNER

- Crafting web assets, illustrations, logos, and other design elements.
- Establishing and promoting design guidelines.
- Working with copywriters and the creative director to produce final designs.
- Collaborating with product management and engineering teams to define and implement innovative visual and user experience solutions.

FRASER GmbH 2024 - 2025

SENIOR DIGITAL DESIGNER

- Ideation and conceptualisation on pitches.
- Mentoring the Junior Designer in creative skills.
- Working on a leading Swiss bank, rolling out various assets for a number of their campaigns and concepting new ideas.
- Creating organic social media assets for German clients.

Ogilvy | Social.Lab 2021 - 2024

MID-WEIGHT DIGITAL DESIGNER

- Conceptualised campaigns and big ideas.
- Developed art direction concepts.
- Worked on social media designs for a number of international clients, including graphics and some motion elements.
- Created landing pages and digital banners.
- Led a comprehensive website redesign for a brand, including global and localised versions, social media assets, banners, and mailers. Developed an automated Figma system for international teams, provided training, and collaborated with the project lead in Germany to finalise assets. Worked closely with the development team to bring the sites to life, offering support during QA to ensure all sites met quality standards.
- Upskilled 2 Junior Digital Designers to use Figma.

Lead Capital Group 2021

JUNIOR DIGITAL DESIGNER

- Designed social media posts for 3 brands within the group.
- Designed the landing pages for promotions, special events/occasions, or different markets.
- Worked on motion graphic elements and storyboards.

SprintHive 2018 - 2020

DESIGNER

- Created fake ID documents to test verification software.
- Designed the ID verification webApp console UI.
- Crafted explainer videos for pitches.

DON'T WAIT

BE CURIOUS