



MARION BURGER

Unconfined Design Pty
Freelance Designer

CONTACT

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South Africa

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LANGUAGES

ENGLISH

AFRIKAANS

INTERESTS

Sport Photography Travel Good Coffee



PERSONAL PROFILE

I have 8 years of experience as an in-house designer and 5 years as a freelancer. I had the opportunity to work on a variety of products, including social media, web and digital projects, retail adverts, magazine adverts, brochures, exhibitions, corporate identity, etc.

It equired utilising my expertise within the companies Corporate Identity to ensure brand consistency and integrity throughout all channels, print, new media, web and social media.

I have a wide range of abilities that combine innovative art and design principles with expert knowledge of, Adobe Creative Suite CS, HTML, CSS, Wordpress and Digital Media Advertising.

TRANSFERRABLE SKILLS

Extensive experience with Adobe Creative Suite CS
Manage multiple projects simultaneously
Experience designing digital media (including websites and social media)
Understanding the role of UX and UI design
Designing for social media
Identify the latest digital marketing trends
Develop creative campaigns including (but not limited to):

- Logo and brand style guide design and development
- Paid media ads
- Social media templates
- Presentations

Track online analytics
Microsoft PowerPoint, Excel, Word.

PERSONAL ATTRIBUTES

Goal-oriented
Organised
Self-disciplined
Adaptable
Self-confident
Work well independently
Multi-tasking
Detailed
Follow-through

PROGRAMMES

Adobe Indesign CS6
Adobe Illustrator CS6
Adobe Photoshop CS6
Wordpress
HTML
Javascript
CSS
Divi, AVADA, Elementor
Squirrly SEO
Google Analytics
Google Ads
CPanel
Mailchimp
Hootsuite
Microsoft Office
Clikup

QUALIFICATION

UDEMY

Divi for Wordpress

2023

- Build custom modules for the Divi Theme

LEADING EDGE COLLEGE

UX DESIGN

2018

- Research and Understanding the User
- User research to make data-driven decisions (Survey Monkey, Creating Personas, Online Research Tools)
- Effectively research and understand the intentions of your digital users
Google Analytics, Google Data Studio
- Implement website changes based on user data to improve the overall experience
Google Optimize, Hotjar (Heat Maps)
- Organising Information
- Good Practices in organising content
- Software to use desktop/online
- Wireframes

LEADING EDGE COLLEGE

WORDPRESS

2017

WordPress Site Building and and WordPress Admin (CPanel & MyPHP)

RED & YELLOW CREATIVE SCHOOL OF BUSINESS

DIGITAL MARKETING

2015

- Digital Marketing Strategy
- Planning & Creating digital assets
- Direct marketing
- Social media
- Online advertising
- Optimisation

LEADING EDGE COLLEGE

JAVASCRIPT

2012

- Performing Operations
- JavaScript Syntax.
- Using Arrays
- Date and Time
- Doing Mathematics
- Working with Strings
- Addressing Page Objects
- Windows Properties
- Document Properties
- Form Properties
- Event Handlers
- Javascript and DHTML

QUALIFICATION

LEADING EDGE COLLEGE

HTML & CSS

2011

- HTML Structure
- Standard CSS Features
- HTML Divisions
- Inline Frames
- Adding Media
- Forms

AAA SCHOOL OF ADVERTISING

GRAPHIC DESIGN

2010

- Design Elements
- Software Training
- Design Principles
- The Use of Imagery and Illustration
- Idea development, layout and scamping, reviewing of ideas on paper.
- Typography
- Corporate Identity
- Poster design
- Editorial Design
- The Principles of Branding
- Print Production
- Packaging Design

NATIONAL COLLEGE OF PHOTOGRAPHY

2003

- ISO, aperture, shutter speed, light
- Manual light meter readings
- Understanding lenses
- Choosing and using different lenses
- Understanding light
- White Balance
- Alternative exposure techniques
- Digital image editing

UNIVERSITY OF SOUTH AFRICA

HONOURS DEGREE

Zoology/Animal Biology

1994

EMPLOYMENT PROFILE

FREELANCE DESIGNER - UNCONFINED DESIGN

2021 - current

SOCIAL MEDIA DESIGN

- Visual content design
- Marketing campaigns
- Email Marketing
- Paid advertising

WEBSITE DESIGN

- Website & eCommerce Design
- UX & UI Wireframe design
- SEO - Keyword Research, Image Geotagging, On-Page Optimization, Technical SEO, In Page Link Building, Website Audits

PRINT DESIGN

- Corporate Identity (Logo, Business cards, email banner)
- Integrated Reports - Design & Layout - Print ready
- Magazines, Manuals, Posters and pamphlets
- Pull-up Banners & Posters

SOFTWARE

- Adobe Design Suite – Illustrator, Photoshop, Indesign, Dreamweaver
- HTML & CSS
- Wordpress (Avada & Divi)
- Squirrlly
- Geolmgr Pro
- Mailchimp
- Hotjar
- Hootsuite

AGENCY

2018 - 2021

Senior Graphic Designer, Web Developer, Social Media Marketing & Google Ads

Website design

Integrated Reports - Design & Layout - Print ready

In-house Magazine - Design & Layout - Print ready

Training Manuals - Design & Layout - Print Ready

Corporate Identity

Poster & flyer design

Infographics

Power Point Designs

Pull-up Banners

Electronic newsletters

Product branding

Email & Social Media campaigns

Google Ads

Monitor, report and advise on website analytics and content performance

Identify the latest digital marketing trends

Design a digital marketing campaign

EMPLOYMENT PROFILE

NGO - INHOUSE DESIGNER

February 2009 - September 2018

Senior Graphic Designer & Web designer

Integrated Reports - Design & Layout - Print ready

In-house Magazine - Design & Layout - Print ready

Training Manuals - Design & Layout - Print Ready

Poster & flyer design

Pull-up Banners

Email & Social Media campaigns

Website design & amintenance

Social Media Design & Managment

Google Ads

NGO - RESEARCH PROGRAMME

February 2007 to 2009

Carnivore Conservation Programme Project Coordinator

Coordination project staff and administration

UNIVERSITY OF STELLENBOSCH

February 2006 to 2007

Antartic Research Programme - Climate Change

Contract - Field Researcher based on Prince Edward Islands.

UNIVERSITY OF KWAZULU NATAL

February 2004 to 2005

Zoology Department

Contract - Field Researcher: Invertebrates survey of the Maloti Drakensberg Transfronteer Park