



ALLY

T H A T S M E

REFINED | DESIGN

ALLY FOURIE

WEBSITE

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EMAIL

ally@allythatsme.com

PHONE

+44 7442 767856

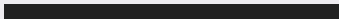
LOCATION

United Kingdom

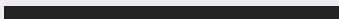
DIGITAL SKILLS

[INCLUDING, BUT NOT LIMITED TO]

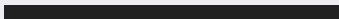
USER EXPERIENCE RESEARCH



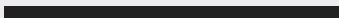
STATIC VISUAL DESIGN



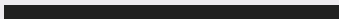
INFORMATION ARCHITECTURE



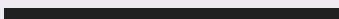
MARKETING [MICRO] COPYWRITING



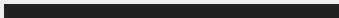
WIREFRAMING



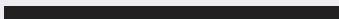
INTERACTIVE PROTOTYPING



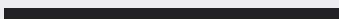
USER ANALYSIS & TESTING



DATA ANALYTICS & VISUALISATION



BRAND & COMPETITIVE AUDITS



ABOUT

In a nutshell: I'm a freelancer, a UI/UX design specialist. Originally from Cape Town South Africa, yet find myself currently living [and thriving] in the United Kingdom. Emanating from a diverse background of over nine years in corporate marketing for premium brands like Jaguar, Land Rover and Apple, I pride myself on having learnt an invaluable way of thinking which I now use as a tool to incorporate into ventures and collaborations.

Furthermore, earning an award in the digital space, a post-grad degree and most recently averaging 90% in an online University [UX] User Design Experience course, led me to discover my expertise and the area of digital design I now focus on. The concept of refined, interface design.

Highlighting a distinct passion of mine, but more notably not only where to focus and deliver my efforts, but the superior level of quality of those efforts given my pro-active mindset and problem-solving ability. Please check out my website for more information and few pieces of what I've created in the past.

EXPERIENCE [SELF | FREELANCER]

UI/UX Design
Freelancer Specialist
Nov 2020 - current

Consistent work flow via three South African Creative Agencies (two operate on a global scale) where I've formed & maintained close relationships to-date:

Iconic Collective
[June 2022 - ongoing]

Work within brand & corporate CI guidelines to reinforce a brand's voice through visual touchpoints | Develop effective & refined imagery, font, layout concepts based on requirements | Present UI/UX designs & sell my solutions to various stakeholders | Designing new, improved desktop & mobile interfaces and/or interface elements | Conducting market and/or competitor research & analysing design trends | Pitch work: conducting brand audits & presenting user experience recommendations directly to client | Hands-on, liaising with & managing various roles/relationships [as well as conflicting issues] within the agency/team | Focused on the Makro brand [Big SA Department Retailer] but continue to work on a variety of others too

VMLY&R
[Oct 2021 - ongoing]

Work within brand & corporate CI guidelines to reinforce a brand's voice through visual touchpoints | Develop effective & refined imagery, font, layout concepts based on requirements | Present UI/UX designs & sell my solutions to various stakeholders | Designing new, improved desktop & mobile interfaces and/or interface elements | Conducting market and/or competitor research & analysing design trends | Brands I've worked on: Liberty (financial & health), Vodacom, Momentum (financial & health), British American Tobacco & their group of brands incl. Vuse, Velo, Glo

Mzero
[May 2021 - July 2022]

Work within brand & corporate CI guidelines to reinforce a brand's voice through visual touchpoints | UI/UX website analysis & recommendations | Designing new & improved desktop/mobi websites with a focus on e-commerce stores | Conducting market and/or competitor research & analysing design trends | Brands I've worked on: Cara Saven Wallpaper Design, Jameson, Cape Wine Company, Mills Boat Academy, Cannafica

Adhoc Projects
[June 2021 - ongoing]

UI/UX strategy focused: conducting industry specific & user-based research to provide insights into a brand's current digital marketing activity | Following with strategic recommendations & overall direction based on where it could/should be | Creating wireframes, prototypes, storyboards, user flows | Designing & building small business websites (WIX) | Variety of big & small clients/brands/agencies: Jaguar SA Retailer, Land Rover SA Retailer, Belles & Bouquets, The Motivational Lab, The RSVE



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DIGITAL EXPERTISE

[INCLUDING, BUT NOT LIMITED TO]

ADOBE XD

FIGMA

ADOBE PHOTOSHOP

ADOBE ILLUSTRATOR

ADOBE INDESIGN

MICROSOFT TOOLS SUITE

APPLE TOOLS SUITE

GOOGLE TOOLS SUITE

SKETCH | INVISION

ASANA | SLACK | TRELLO

EXPERIENCE [EMPLOYED | CORPORATE]

Global Marketing Manager
Because Creative Experiences Agency,
Cape Town
2019 - 2020

Internal B2B marketing strategy & budget: Formed a real understanding of agency's consumers, business, products and challenges, to articulate, position and implement data driven strategic and optimisation plans for their client and measure brand recognition and campaign success | UX Website development & CRM management via Hubspot | Lead-gen strategy & responsible for implementation | Digital customer journey touchpoints | Marketing research & insights, analytics & reporting | Paid digital advertising & social media campaigns | Oversee content programme & strategies | Adhoc marketing copywriting | Digital graphic design

Marketing Manager
Jaguar Land Rover,
Pretoria & Cape Town
Retailer
2016 - 2019

Brand development & growth within the retail environment | Formulation of marketing structures and foundational processes | Quarterly marketing strategies & budgets | New vehicle and product launches | Digital content strategy | Able to solve a multitude of problems by leveraging deep knowledge and experience in data, media, and web analytics | High degree of proficiency in presentation creation | Ensuring data led thinking is consistently used throughout the team | Strong presentation skills | Social media strategy including influencer relationships | PR and media | Managed complex internal & external relationships

AWARD ACHIEVED
Land Rover South Africa Digital Award
2017 - 2018

Marketing & Events Co-ordinator
Apple Electronics, [Core Group]
Johannesburg
2013 - 2016

Event, campaign and project co-ordination — Across group of companies: iStore, iStore B2B, Think Ahead, Accessories (eg. Fitbit) | New product and store launch marketing | Budgeting & reporting | Social media content | Marketing research & competitor analysis

FORMAL EDUCATION

SKILLS DEVELOP & EXPERTISE

User Experience Design
Online Course

University of Cape Town
Sept 2020 - Dec 2020
Averaged 90% and discovered my forte.

POST-GRADUATE DEGREE

BCom Honours Business Management

University of Pretoria
Jan 2007 - Apr 2011
Once I'd completed my undergrad BCom, I was elected & chosen as part of a group of 25 students [out of over 200 initial entrants] to pursue my post-grad [Honours] degree. Majored in Marketing too.

SCHOOL EDUCATION

Matric IEB Certificate with Exemption

Cornwall Hill College, Pretoria High School
Jan 2002 - Dec 2006