



# ALLY FOURIE

Refined UI/UX Design

## Website

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## Phone

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## Location

Birmingham  
United Kingdom  
B3 1EB

## SKILLS

[including, but not limited to]

USER EXPERIENCE RESEARCH

AESTHETIC VISUAL DESIGN

UX COPYWRITING

WIREFRAMING/PROTOTYPING

USER ANALYSIS & TESTING

## TOOL EXPERTISE

[including, but not limited to]

ADOBE XD

ADOBE PHOTOSHOP

ADOBE ILLUSTRATOR

FIGMA

ADOBE INDESIGN

## ABOUT

In a nutshell: I'm a **UI/UX design specialist and freelancer**, originally from Cape Town South Africa, but find myself currently living [and thriving] in the UK. Holding a digital award, a BCom Honours Business Management Degree and over nine years of corporate marketing experience 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 my work. With a clear passion for interface design and averaging **90% in a User Design Experience course** I completed through the University of Cape Town [UCT] back in 2020, I find myself focusing on the need to create, audience-centric platforms. Please check out my website for more information and latest examples of my work.

## EXPERIENCE

### Global Marketing Manager

Because Creative Experiences Agency, Cape Town  
2019 - 2020

Internal B2B marketing strategy & budget | 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 | Key supplier & team management

### 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 | Digital marketing analytics & insights | Social media strategy including influencer relationships | PR and media | Managed relationship between that of the retailer group (CMH) and brand, Jaguar Land Rover South Africa

### 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

## EDUCATION

SKILLS DEVELOP

### User Experience

Design Online Short Course

**University of Cape Town** | Sept 2020 - Dec 2020

*Averaged 90% and discovered my forte.*

POST-GRAD

### 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*

SCHOOL EDU

### Matric IEB

Certificate with Exemption

**Cornwall Hill College, Pretoria** | Jan 2002 - Dec 2006