

Hello

I'm Anita Lourens

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Anita is a versatile Multimedia Designer with 9 years of experience delivering creative solutions across a wide range of industries, including retail, technology, beauty, education, NGOs, and non-profits. She brings strong expertise in graphic design, motion graphics, packaging design, and social media management, with a deep proficiency in Adobe Creative Suite. Known for her adaptability and creative vision, Anita consistently produces engaging visual content that aligns with brand objectives and resonates with target audiences.

Skills

Software: Adobe Creative Suite (Illustrator, Photoshop, After Effects, Premiere Pro, Firefly), CorelDraw, Figma, InDesign

Specializations: Brand Identity Design, Packaging Design, Motion Graphics, Social Media Content Creation, Product Photography, Print Design

Technical: Print Production, Large Format Printing, Video Editing, Photo Retouching, Campaign Development

Experience

November 2025 present

Canway, Wipro, Umlanga, KZN - *Digital Designer*

Working at Canway I am part of a team working on different brands in the FMCG industry. Marketing on platform online as well as in-store. I learnt how to work at a really fast pace and work under pressure. Creating visually captivating marketing campaigns.

November 2021 - 2025

Idea Online, Remote - *Graphic Designer and Animator*

As part of a dynamic production team at Idea Online, I create engaging animations and digital designs for online educational content across diverse subjects. I collaborate with international clients to deliver high-quality educational materials under tight deadlines, consistently meeting project requirements in a fast-paced environment.

April 2021 - July 2021

Mitras Amenities, Umlanga, KZN - *Graphic Designer*

At Mitras I worked with packaging design and labels. I learned how to use CorelDraw and how large scale industrial printers work. I was responsible for creating product design and packaging and design for all social media platforms. I was the in-house designer at the warehouse and solely responsible for all design.

September 2019 - June 2020

The Diamond Channel, Sandton, Gauteng - *Graphic Designer and Social Media Manager*

In my work at The Diamond Channel and The Watch Channel, I was responsible for creating graphic design content for the website and all social media platforms. I was in charge of creating advertising campaigns and all related design content. I gained experience working with high-value products and learned to do product photography and videography.

June 2019 - September 2019

AccTech, Centurion, Gauteng - *Multimedia Designer*

In my role as Multimedia Designer at AccTech, I was responsible for creating all design content, including print design, animation, and social media content. I collaborated with the team to deliver comprehensive visual solutions for client projects.

March 2016 - May 2019

Solidariteit Helpende Hand, Centurion, Gauteng - *Multimedia Designer*

During my time working at Helpende Hand, I worked as a Graphic Designer, animator, and social media manager. I was responsible for all created graphic content and design for new campaigns. This included printed design as well as digital design content. I also did photography and videography. I was responsible for managing all social media platforms and updating content on the website. I gained experience in the NGO and non-profit industry and learned a lot about creating advertising campaigns for various projects.

Education

February 2017 - December 2017

Akademia, Centurion, Gauteng - *Advanced Diploma in Project Management*

Developed expertise in project planning, resource management, and delivery methodologies applicable to creative industries.

February 2014 - November 2015

Northwest University, Potchefstroom - *BHon Art History*

Advanced studies in art historical research, critical analysis, and cultural contexts of visual arts.

January 2011 - November 2015

Northwest University, Potchefstroom - *BA Graphic Design*

Completed comprehensive studies in visual communication, typography, branding, and multimedia design with a focus on digital media applications.

Languages

Afrikaans - Native

English - Native

German - Beginner

References

Jackie Chikambure - Manager at Idea Online

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Jade van Heerden - Manager at The Diamond Channel

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Jae Stevens - Manager at Canway

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