



# Karen Lilje

Visual designer

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- inspired
- curious
- motivated
- creative
- fast learner
- problem solver
- team player

I am an interdisciplinary designer with over 15 years of industry experience. I began my career as a traditionally trained graphic designer, specialising in crafted typography and illustration. After working in the agency space for 5 years I became a freelance designer and established my personal brand, Hybrid Creative, and have been contracted to do branding and identity design by local and international clients. In 2008 I pursued my passion for editorial design, becoming a master book designer and currently provide design and best-practice consulting work for publishers all around the world. With this design background my focus has shifted to digital UXUI and my product design work shows a culmination of these skills and experiences.

## UXUI SKILLS

- User centered design
- User research
- Persona mapping
- User journey
- Sketching
- Wireframes
- Prototyping
- Useability testing

## DESIGN SKILLS

- Design system
- Typography
- Editorial/book design
- Data visualisation
- Infographics
- Illustration
- Branding
- Identity design

## TECHNICAL SKILLS

- Figma
- Miro
- Trello
- Notion
- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Google analytics

## BUSINESS SKILLS

- Team lead
- Project management
- Time management
- Multi-tasking
- Presentation
- Client liaison
- Documentation
- Archiving of work

## PROFESSIONAL EXPERIENCE

### Hybrid Creative CC

#### Visual design lead and business owner: 2005 to present

Hybrid Creative is an independent design studio, founded in 2005.

My role and daily duties include:

- Founder and design director
- Lead visual designer, managing the creative team
- Visual identity and branding design
- Digital design: UXUI, website and app development
- Print design: book and report design
- Project management, ensuring streamlined delivery of work
- Overseeing contributors
- Manage production time-lines and deliverables
- Business management, print production and client liaison

### United Nations Capital Development Fund (UNCDF)

#### Design lead: 2014 to present

I have been contracted by the UNDP (LTA) to define the visual identity of their Making Access Possible (MAP) output.

- Develop visual design systems for published research material
- Provide design guidelines for digital and printed format
- Understand and curate dense research material to ensure reader accessibility, including information design and data visualisation
- Report cover design, typesetting and illustration
- Manage design system and supply design assets to international team for project roll-out, including archiving the project outputs



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### EDUCATION + TRAINING

#### UXUI Bootcamp

(Iron Hack, 2021)

#### Figma Design System Bootcamp

(Memorisely, 2020)

#### Interaction Design Specialisation

(Coursera, 2019)

#### BA (Hons VA) Illustration, Cum laude

(University of Stellenbosch, 2011-2012)

#### BA (FA) Information Design

(University of Pretoria, 1996-2000)

### RECENT PROJECT LINKS

#### [Survive the Century](#)

An online game that allows players to save the planet or unleash their inner supervillain

**Role: UXUI designer**

#### [Core Econ](#)

Open-access, multi-format economics text book used by 300 universities worldwide

**Role: UI designer**

#### [Visualising modern book production](#)

Responsive infographic to explain the workflow of digital-first book production

**Role: UI designer and illustrator**

#### [We have a Game Changer: Daily Maverick](#)

A collection of disruptive investigative-journalism stories. Multi-format publication

**Role: UI designer**

#### [Dogapult](#)

Self-published 32 page children's book

**Role: illustrator and designer**

### PROFESSIONAL EXPERIENCE CONTINUED.

#### [Fire and Lion \(Pty\)Ltd](#)

##### Design director and co-owner: 2015 to 2016

Fire and Lion was a start-up that specialised in the design and production of print and digital publications. Through specialised software development, the company offered a digital-first publishing solution to both educational and traditional publishing clients. My role and daily duties included:

- Founder, co-owner and design director
- Lead visual designer, managing the creative team
- Conceptualise and oversee production of user-interface design for client projects
- Collaborate with the developer team to ensure that the visual design translates seamlessly to all digital and print media
- Business management, print production and client liaison

Fire and Lion was bought over by [Electric Book Works](#) in 2018 and continues to manage digital-first publications for clients such as CoreEconomics and APU Bio. I do design work with the team on a project basis.

#### [Brand Union](#)

##### Senior designer: 2007 to 2009

I worked on an extended contract at Brand Union in the role of senior designer.

- Head up the team of designers
- Attend client briefings and brief the design team on requirements
- Oversee the creative work of the design team
- Present creative work to the client and manage changes
- Reporting to the ECD about project progress and deliverables

#### [Interbrand Africa](#)

##### Mid-weight designer (freelance): 2008 to 2009

#### [TBWA\Worldwide](#)

##### Mid-weight designer: 2003 to 2005

#### [The Jupiter Drawing Room](#)

##### Junior designer: 2001 to 2003



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