

**Hello! My name is  
INA KOEKEMOER**

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Cape Town 

## EDUCATION

Waterford Kamhlaba  
United World College  
International Baccalaureate  
2014. Points: 35/45

Ringling College of art and  
Design, Sarasota FL  
BFA (With Honours) May  
2019 Motion Design  
G.P.A 3.49/4.0

University of Cape Town  
UX Design Certification

## TECHNICAL

### *Proficient in:*

Adobe After effects, Celtra,  
Photoshop, InDesign,  
Illustrator, Premiere, Duik

### *Working knowledge in:*

2D Drawing, Storyboarding,  
Microsoft Word, PowerPoint,  
Excel, Keynote, Adobe UXD,  
Figma, Cinema 4D, keynote,  
Spark AR.

## AWARDS

**Innovation Grant**  
2017 (\$5000)

**Cine Fest Semi-Finalist 2018**  
**Florida Animation Festival**  
Finalist 2018

**Miami Visual Artist awards**  
selection 2018 (Best  
Mapping by Student)

**Experimental Edge Film &  
Art Festival 2018**

Finalist in **Promax 2019**  
What's Next Awards

**Duemila30 - High School  
& University Short Film**  
Festival semifinalist 2019

**Best of Ringling** President's  
awards 2019

**Student Silver ADDY:** The  
Wurst Movement -  
Cross Platform -

Consumer Campaign  
**Student GOLD ADDY:** The  
Wurst Movement - Film,  
Video & Sound - Campaign  
3rd Place in the  
**District NSAC Competition**

## LANGUAGES

Afrikaans and English

## MOTION GRAPHICS

**Senior motion designer: Social Lab Ogilvy, Cape Town, South Africa, August 2023- Present**

- Operated as part of a team of motion designers working with Ogilvy London on Unilver brands, mainly Dove, creating campaign content such as social media and youtube videos.
  - Created large scale campaign templates on Celtra, enabling automated campaign scaling to multiple markets and languages.
  - Acted as team lead helping with work distribution, deadlines and relationship management.
  - Collaborated with designers conceptualising and proving concepts for campaigns such as 360 VR experiences.
  - Animated various social media content for various brands.
- Client list: Dove, Milka and Absolute Vodka

**Senior motion designer: Hippocampus, Cape Town, South Africa, February 2022- May 2023**

- Acted as only animator for the team, consulting when needed and animating content.
- Helped design, develop and animate clients' monthly social media plans and strategy.
- Helped develop creative strategy for large scale campaigns for client's such as Hi-Q.
- Helped develop animation styles and company animation offering.
- Client list: Aperol, Bulldog Gin, Bisquit & Dubouche, Tall Horse, Skyy Vodka, Hi-Q, Goodyear, Campari, Boschendal, Franshoek Cellar, Brampton, Vineyard and Friends ect.

**Senior motion designer: Social Lab Ogilvy, Cape Town, South Africa, June 2021- February 2022**

- Participated in brainstorming, designing and mock ups for client pitches/strategy.
- Created roll out content for large client brands such as Phillips, GOBI and IKEA.
- Helped develop storyboards and execute animation for clients such as Syngenta.
- Animated case study videos submitted to awards such as the Effie.
- Client list: Lindt, Philips, GOBI, Off White, Ikea, Syngenta, Black & Decker, Citi Bank, PPG, Vans, Yubo, Ford

**Senior Digital media designer: Fuse Universal, Cape Town, South Africa, October 2020- June 2021**

- Creatively supervised large scale projects, maintaining visual consistency within brand guides, acted as contact point for clients, managed feedback, ensured deadlines are met and managed designers assigned to the content.
- Directly assisted in project management.
- Designed, developed and animated premium level content.
- Helped train and up skill junior designers.
- Client list (within Fuse): Lakeland, Colt, Merck, GSK, Dropbox, CRUK, Avon, SUSE, Psybersafe, Countryside, Phoenix Rising, Moncler, IHG, Historic England, Megagen

**Digital media designer: Fuse Universal, Cape Town, South Africa, July 2019- October 2020**

- Developed platform branding guidelines for clients such as Suse, Psybersafe and Countryside.
- Conceptualized visual, designed and animated various content.
- Developed new standards of animation for client facing sales materials.
- Produced, filmed/documentated and edited social media promotional materials of Phoenix Rising launch event.
- Created and animated pitch/promotional videos for clients such as Sumo Digital, Migros, Sir Robert McAlpine, Scouts UK and Countryside.

**Motion Designer: Ringling College of art and Design, Sarasota, FL, August 2015- May 2019**

- Created Greenpop SA's Eden Festival of Action promotional materials and branding.
- Worked with a team to design and create projection mapping installation for Avante Garde Ringling fundraiser event.
- Collaborated on design, marketing and implementation of the Ringling Kindness Challenge Campaign 2018 and 2019.

**Freelance Motion Designer, Sarasota/Cape Town, November 2019- Present**

- Worked as animator in a team to produce "Girls have the Power" for the Malala Fund (3M views) as part of a social media campaign around girls' education and the empowerment of young women. Team worked together to develop the story, design and execute animation.
- Designed and created character designs, marketing materials and animated videos for Oracle Insurance Eswatini, to exist within their brand identity and be used for online marketing.
- Worked with EU and UN Eswatini to create a month long campaign for Orange the World (Campaign to end violence against women). Which involved creative strategy development and content creation.

## PRODUCTION

**Film/Production Assistant, Ringling College of Art and Design, Art Network, Sarasota FL, January 2015- May 2019**

- Participated in both filming and pre-production processes and procedures.
- Worked as a production assistant, camera crew and interviewer for high profile visitors.
- Filmed, edited and directed in a documentary short for ABC7 which aired May 1st, 2018 called "On the wings of performance."
- Videographer, producer, editor and creator for video promotional materials for Greenpop SA's Eden Festival of action 2018.
- Helped research and strategy development as part of the National Student Advertising Competition 2018-2019.