



Alexander Koen

Branding Specialist & Website Designer

Digital Creative with over 4+ years of experience creating impactful multimedia content, marketing campaigns, and scalable brand systems for startups and established brands. Passionate about visual storytelling that drives engagement, strengthens recognition, and delivers measurable business growth.

Contact Info

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Work Experience Summary

Branding Specialist & Website Designer

2022 - present

Providing comprehensive end-to-end branding and digital design services across corporate, industrial, food, and consumer goods sectors, among others - logos, websites (including e-commerce platforms), packaging design, social media marketing, and various marketing needs.

Founder – OMAJ Enterprises

2023 - present

Launched OMAJ, a direct-to-consumer men's cosmetics brand available on Takealot.com and Amazon in local South African markets. Developed the complete brand identity, logo, packaging, product advertisements, and social media presence. Established a fully automated operational model for manufacturing and delivery processes.

Commercial Forensic Fraud Investigator

2019 - 2022

Investigated financial crimes—including embezzlement, corruption, money laundering, and corporate fraud—across diverse industries by analysing financial records, digital evidence, and behavioural patterns

This industry helped me develop attention to detail, a deep knowledge of business, and legal frameworks, which I now leverage for branding and marketing strategies.

Education

Bachelor of Commerce in Business Management

Northwest University, South Africa
2016 - 2019

Commercial Forensic Investigator Short Course -

Northwest University, South Africa
2019 - 2020

Language Skills

English



Afrikaans



Dutch



Creative Skills



UX/UI
Designer



Brand
Development



Package
Design



Web
Development



Logo
Design



Content
Creation

Soft Skills



Problem
Solving



Project
Management



Attention to
Detail



Marketing
Strategy



Entrepreneurial
Mindset



Consumer
Psychology

Tools



Illustrator



Photoshop



Premiere Pro



Webflow



Blender



Canva

Interests

I strive to be a lifelong learner who thrives on creativity. Been strumming the guitar since I was 13 (Grade 5 in music theory - UNISA)

I started playing golf with my wife and family (18 handicap—because golf is humbling), I love chess too — sitting at 700 ELO on chess.com, where I go for the Bird Opening with white and the Sicilian or Caro-Kann with black. I also love to draw in my free time.

Ambidextrous by nature — because one hand is just not enough.

To view my design portfolio please
visit www.akcreatives.co.za



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