



Alexia Huggins

Communication Designer



Personal

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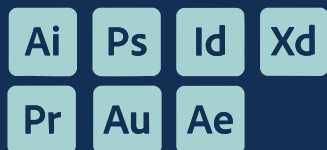
Location: Pretoria, South Africa

Design Skills

- Brand Identity Systems
- Design Strategy
- Concept Development
- Digital Illustration
- Editorial & Layout Design
- Typography & Visual Hierarchy
- Campaign & Activation Design
- Presentation Design
- Packaging Design
- Colour Theory & Composition
- Design Thinking
- Human-Centered Design

Software Skills

- Adobe Creative Suite



- Figma
- Procreate (Digital illustration)
- Microsoft Office Suite
- Canva

Additional Skills

- Creative Problem-Solving
- Workshop Support & Facilitation
- Client Communication
- Public Engagement (markets, events)
- Cash Handling & Sales
- Time Management
- Collaboration and Independent Workflow

About Me

A communication designer who grows ideas with intention, clarity, and creativity. I approach design like a living thing : rooted in strategy, nurtured with empathy, and brought to life through thoughtful, playful execution. I'm drawn to work that makes people feel something: confident, seen, curious, or inspired. Whether I'm building a brand, shaping a visual identity, or crafting a meaningful experience, I design with purpose, care, and a deep appreciation for detail.

Education

BA Communication Design

Vega School (The IIE) | 2023–2025

- Focused on brand strategy, visual identity design, editorial systems, packaging, and conceptual thinking. Developed strong collaborative, research-driven, and human-centred design skills through real-world briefs and interdisciplinary projects.

NSC (National Senior Certificate)

Hoërskool Hugenate | 2018–2022

- Graduated with 3 distinctions. Certificate available upon request.

Experience

Studio & Workshop Assistant | Tienette Koen Watercolour

October 2025 - Present

- Supported workshop curation, assisted with art product sales, managed markets and in-person client interactions, and handled cash and stock with accuracy. Strengthened communication skills and gained experience facilitating creative environments.

Sales & Support Assistant | Keik Bakery

April 2025 - September 2025

Managed customer service, point-of-sale operations, cash handling, stock organisation, and market work. Built confidence in fast-paced environments and developed a warm, reliable approach to face-to-face interaction.

Reference

Tienette Koen

Owner & Creative Director | TK Watercolour Art

- **Email:** info@tienettekoen.art
- **Phone:** +27 79 140 5802
- (Available as a professional and character reference)

View my
online
portfolio

