

Lauren Jane Alexander Curriculum Vitae

First Names Lauren Jane
Family Name Alexander
Date of birth: 03/09/1983
Age: 25
Nationality: South African (Dutch Residence permit)
Place of birth: Pretoria, South Africa
Languages: English (mother tongue), Afrikaans and Dutch

Education and Qualifications

- 2006- 2008 M. (Des) Masters Degree in Graphic Design
 Sandberg Institute, Amsterdam (affiliated with Gerrit Rietveld Academie)
- 2002- 2005 BA (Applied Graphic Design) (passed with distinction) and extra degree in English Literature
 University of Stellenbosch, South Africa
- 1997- 2001 Rustenburg High School for Girls', Cape Town, South Africa

Work Experience:

- 2009 Graphic Design Freelance work for Oilily and Shoot Communications, Amsterdam
- 2009 Part time graphic design teacher at the Fons Vitae, Lyceum, Amsterdam
- 2009 Editorial team of HTV de Ijsberg arts newspaper, Amsterdam
 www.htvdeijsberg.nl
- 2007-
2009 Involved in various self-initiated projects, sponsored by Oxfam-Novib and
 Stimuleringsfonds, Nederland (see www.smartcase.co.za)
- 2006 Full-time Graphic Design at King James RSVP Advertising, Cape Town
 Corporate Identity for Kulula Airlines, Greater Than PR, and Allen Grey Investments.
 Branding for Johnny Walker, Bells Whiskey, Ackermans Baby and Levis.

Grants/ scholarships / funding

- 2008 Selected for the stifo@sandberg paid workshop
- 2007 Funded by Oxfam Novib for "Conversations with Pamela" project in Uganda
- 2006 Awarded Prestigious Huygens Scholarship by Nuffic (Dutch Government)

Prizes

- 2005 Winner of a SABS Prototype award for 'Smart Case' design
- 2005 Winner of the Design achievers award

Exhibitions and screenings

- 2009 Isea International Electronic Arts, Belfast, "Watching Democracy"
- 2009 Stedelijk Museum, Bouwkeet at Art Amsterdam, "Stedelijk Museum in mijn huis"
- 2009 Afrika Dag, Den Haag, "Conversations with Pamela"
- 2009 Urban screen at WTC station, CasZuidas, "Conversations with Pamela"
- 2009 Nieuwe Vide Gallery in Haarlem, "Dialogue, 15 March 2009"
- 2008 Kunstvlaai, Westergasfabriek, Amsterdam, "Conversations with Pamela"
- 2008 Montevideo, Amsterdam, "Conversations with Pamela" and "Dear Guilt Industry"
- 2006 De Balie, Amsterdam, "Het Gelijkheidsspel" tijdens Het grote weekend van Gelijkheid

Published Works (text and design)

- 2009 "Body Double" (in collaboration with Ghalia Elsrakbi)
Self- initiated comic book publication for "Body Double" exhibition for Nieuwe Vide Gallery
- 2008 "Post–Apartheid Place Branding", article about Kliptown and Orania, text and photo's published in February 2008. HTV de Ijsberg newspaper #72
- 2008 "Dear Guilt Industry", article and photo's published in November 2008. HTV de Ijsberg newspaper #76,
- 2008 ".Jpeg" project images in article about "The Pigeon Project" in December 2008, Items Magazine
- 2008 "Collective Masters"
Self- initiated catalogue publication for Sandberg Instituut

Presentations and Lectures

- 2009 Technology and privacy by Vrij Nederland, Bitterzoet, Pigeon Project 05/2009
- 2009 Stifo presentations at de Balie, Cardboard monument presentation with Margien Rogaar, 03/2009
- 2008 Beamlab series, Pakhuis de Zwijger, Amsterdam, Pigeon Project for Holland doc, 11/ 2008

Technical Skills:

Design: Illustrator CS3, InDesign CS3, Photoshop CS3, Freehand FX
Video: Final cut Pro and After Effects (some)
Web: Dreamweaver and some html programming

Personal References:

Marthie Kaden (Head of Design at Stellenbosch University): +27 (0)82 5777713
Adrienne Viljoen (Chairperson at SA Design Institute): viljoeab@sabs.co.za
Jenny Ehlers (Creative Director at King James RSVP) + 27 (0)21 465 3511
Mieke Gerritzen (Ex-director of Sandberg Instituut) +31 (0) 20 588 24 04
Daniel van der Velden (Principal at graphic design bureau, Metahaven)