

PORTFOLIO



Annika Kruger-Bremicker

SUSTAINABILITY STORYTELLER



INTRODUCTION / BIO

I am a sustainability communications professional and visual storyteller with extensive experience in publication design, data visualisation, and content creation for academic, nonprofit, and advocacy contexts. I specialize in translating complex scientific and investigative information into clear, engaging, and visually compelling formats. My work spans multi-page reports, infographics, charts, social media & graphics, as well as educational materials.

- Software Proficiency: Adobe InDesign, Photoshop & Canva
- Specialties: Publication layout, infographic creation, visual storytelling, brand consistency

MULTI-PAGE PUBLICATIONS / REPORTS / SOCIAL MEDIA

PROJECT 1: TU/E SUSTAINABILITY REPORT

- ROLE: LEAD DESIGNER & LAYOUT EDITOR
- TOOLS: ADOBE INDESIGN & CANVA
- DESCRIPTION: DESIGNED AND FORMATTED A 30-PAGE ACADEMIC SUSTAINABILITY REPORT, ENSURING CLARITY OF COMPLEX RESEARCH FINDINGS, CONSISTENT TYPOGRAPHY, AND VISUAL HIERARCHY.
- OUTCOME: ENHANCED READABILITY AND PROFESSIONAL PRESENTATION OF TECHNICAL CONTENT.

FILE: [LINK](#)

PROJECT 2: TU/E SUSTAINABILITY LINKEDIN CONTENT STRATEGY

- ROLE: CREATION OF CONTENT CALENDAR & STRATEGY. LINKEDIN POC & ADMINISTRATOR
- TOOLS: CANVA, POWER POINT & ASANA CONTENT CALENDAR
- DESCRIPTION: PLANNED, DESIGNED AND EXECUTED A FULL ANNUAL CONTENT CALENDAR FOR THE TU/E SUSTAINABILITY OFFICE, INCLUDING EVENTS, IMPORTANT PUBLIC HOLIDAYS, PUBLICATIONS AND GENERAL INFORMATION. CREATION OF INFORMATIVE PITCH DECKS AND PRESENTATIONS. 2 POSTS A WEEK, INCLUDING EXTRAORDINARY POSTS FOR SPECIAL SUSTAINABILITY-RELATED EVENTS AND INTERNATIONAL DAYS. ENSURED BRAND CONSISTENCY AND TOV BY CREATING BUZZWORDS SUCH AS #SUSTAINABLETUESDAY
- OUTCOME: BUILT A STRONG COMMUNITY: REACHED 1000 CONNECTIONS WITHIN THE FIRST 3 MONTHS. GENERATED STABLE POST ENGAGEMENT AND PROMOTED THE FIRST SUSTAINABILITY DAY EVENT FULLY ON SOCIALS WITH >450 PARTICIPANTS. BUILT A STRONG SUSTAINABILITY NETWORK WITH PROFESSIONALS AND PRACTITIONERS IN THE BRAINPORT REGION.

[LINKEDIN](#)

PROJECT 3: TU/E SUSTAINABILITY WEBSITE DESIGN & CONTENT

- ROLE: LEAD DESIGNER & EDITOR
- TOOLS: TYPO3 WEBDESIGN & CANVA
- DESCRIPTION: REDESIGNED AND FORMATTED THE FULL CONTENT FOR THE WEBSITE OF THE TU/E SUSTAINABILITY OFFICE TEAM, ENSURING UX FLOW AND INCREASED ENGAGEMENT
- OUTCOME: INCREASED USER ENGAGEMENT, SIGN-UPS FOR THE SUSTAINABILITY NETWORK BY TU/E, BETTER INFORMATION DISSEMINATION ACROSS TU/E CHANNELS

WEBSITE: [LINK](#)

PROJECT 4: MOVEFLOWGLOW WEBSITE DESIGN & SOCIAL MEDIA CONTENT

- ROLE: LEAD DESIGNER & EDITOR
- TOOLS: WIX WEBDESIGN & CANVA
- DESCRIPTION: REDESIGNED AND FORMATTED THE FULL CONTENT FOR THE WEBSITE AS WELL AS INSTAGRAM ACCOUNT OF THE MOVEFLOWGLOW BRAND, ENSURING UX FLOW AND INCREASED ENGAGEMENT
- OUTCOME: INCREASED FOLLOWERS & ENGAGEMENT, INCREASED BRAND AWARENESS, INCREASED SALES

WEBSITE: [LINK](#)

SOCIAL MEDIA: [LINK](#)





INFOGRAPHICS & DATA VISUALISATIONS

PROJECT 1: TU/E SUSTAINABILITY TRANSFORMATIVE RESEARCH FOR SUSTAINABILITY REPORT

- ROLE: DESIGNER & LAYOUT EDITOR
- TOOLS: ADOBE INDESIGN, EXCEL & CANVA
- DESCRIPTION: DESIGNED AND FORMATTED RESEARCH PUBLICATION, ENSURING CLARITY OF COMPLEX RESEARCH FINDINGS, CONSISTENT TYPOGRAPHY, AND VISUAL HIERARCHY, AS WELL AS CREATION OF SUITABLE INFOGRAPHICS AND CHOICE OF CREATIVE CONTENT
- OUTCOME: ENHANCED READABILITY AND PROFESSIONAL PRESENTATION OF TECHNICAL CONTENT.

FILE: [LINK](#)

BRAND & LOGO DESIGN

PROJECT 1: ECOSHIFT SERVICES BRAND & LOGO DESIGN



TOOLS: CANVA & WIX WEBSITE EDITOR

DESCRIPTION: DESIGNING A LOGO AND BRAND CONSISTENCY FOR MY OWN CONSULTANCY ECOSHIFT SERVICES. ALIGNING THE LOGO (INSPIRED BY KATE RAWORTHS DONUT ECONOMICS AS WELL AS THE BALANCING OF SOCIAL, ENVIRONMENTAL AND ECONOMIC SUSTAINABILITY ASPECTS.

LOGO: SEE TO THE RIGHT

WEBSITE: [LINK](#)

PROJECT 2: GREEN ROOM ENVIRONMENTAL SERVICES BRAND & LOGO DESIGN



TOOLS: CANVA

DESCRIPTION: DESIGNING A LOGO AND BRAND CONSISTENCY FOR AN ENVIRONMENTAL CONTROL OFFICER AGENCY IN CAPE TOWN AS WELL AS RUNNING THEIR SOCIAL MEDIA WHILE WORKING FOR THEM AS AN ENVIRONMENTAL CONTROL OFFICER ON FILM AND PHOTOSHOOTING SETS.

LOGO: SEE TO THE RIGHT & BELOW.

SOCIAL MEDIA: [LINK](#)

PROJECT 3: LORENZHAUS ACCOMMODATION BRAND & LOGO DESIGN



TOOLS: CANVA & WIX WEBSITE EDITOR

DESCRIPTION: DESIGNING A LOGO AND BRAND CONSISTENCY FOR A LOCAL HERITAGE COUNTRY-HOUSE AND AIRBNB ACCOMMODATION AND ITS SOCIAL MEDIA ACCOUNT. COLOUR CONCEPTUALISATION & PHOTOGRAPHY AS WELL AS RUNNING THE SOCIAL MEDIA ACCOUNT.

LOGO: SEE TO THE RIGHT

SOCIAL MEDIA: [LINK](#)

OTHER

I AM CURRENTLY ALSO BUSY DOING A CHARITY PROJECT FOR A [LOCAL HERITAGE SITE AND CONSERVANCY ASSOCIATION](#) IN MY HOMETOWN THAT NEEDED A REDESIGN FOR THEIR [ANNUAL NEWSLETTER](#) AS WELL AS THEIR WEBSITE.

THANK YOU FOR REVIEWING MY PORTFOLIO. I AM HAPPY TO PROVIDE ADDITIONAL SAMPLES OR CONTEXT FOR ANY PROJECT UPON REQUEST.

CONTACT: ANNI.BREMICKER@GMAIL.COM
WEBSITE: [ECOSHIFT CONSULTING SERVICES](#)
LINKEDIN: [LINK](#)

