



Alisa Farr holds an MA degree in Visual Arts from the University of Stellenbosch and is employed as Communications Lead and Artist in Residence at Letter27.

Alisa is a communication specialist for complex technology development projects. She spends most of her time doing UI and UX design and teaching engineers to visually design documents. This includes developing and implementing marketing strategies for Letter27.

She is also a practicing artist who draws from the intellectual and cultural space of Systems Engineering and adds to understanding of complex technological systems through her education in the humanities. Her visual practice explores ideas of emergence between technological and organic systems. This sometimes takes the form of ink or vector drawings used in Letter27's marketing material.

Her work experience encompasses a wide field, ranging from:

- Practicing artist
- Freelance content structuring, layout and design
- Working in the National storage house for BAT 's marketing division
- Teaching at Tertiary, Secondary and Primary institutions
- Biodynamic farming

Alisa is the public relations officer for Paarl Toastmasters, the founder and manager of Scibbs writing club, dabbles in various forms of Martial Arts, sporadically writes and records songs and is an accomplished cat owner.

## **Goal**

To effectively showcase the services and resources that INCOSE SA has on offer through online marketing, brand development and clear communication with our members.